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SPECIAL INTERVIEW

Yoshitomo Nara (Artist)

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"MUSIC AND THE VISUAL ARTS WERE SYNCHRONIZED IN MY MIND WHEN I WAS A BOY."

— YOSHITOMO NARA



Yoshitomo Nara, the most influential *Nouveau* artist working today, is currently exhibiting his extensive work at the Asia Society. The exhibition, *Nobody's Fool*, features more than one hundred works of the internationally recognized Japanese artist, many of which have never been shown before in the U.S. Back in September at the launch of the exhibition, he chatted with members of the Japanese press at a round-table interview.

Is this the first exhibition for you that focuses on a musical element?

I think it's the first time in the sense of curators defining my art like that. Playing music is not unusual in my exhibitions, and I add some hidden visual elements to my work that only a few people can uncover. For this exhibition, the curators described my art as relating to animation, illustration, and music for the first time. Since I always mix them all, this exhibition looks fresh

to me. I would not display my art like that, but it gives me another perspective — "Here, visitors see my art like this . . ." — something like that.

Was displaying the record jackets your idea?

Everyone thinks I like punk rock and music from the late 70s, but I actually listened to other music and got great influence from it even before I came to know punk rock. The record jackets displayed in the exhibition are from the albums I listened to in those days. I have a brother who is a lot older than I am, so I was quite familiar with the music of the 60s and 70s. So, the point here is that my art is not just influenced by impulsive music. The records themselves are mostly singer-songwriter albums, and their lyrics and sounds go deep inside the listener's ear — my art is influenced by such music. If I were inspired simply by impulsive music, my art would be wasted or would just appeal to a younger generation. But that's not what happened. So, I thought the record jackets to show how my music experience has affected my art.

Rock comes from the U.S. and England. So Japanese people have a bias toward it. We don't know the language, first of all, and can hardly understand what the songs are saying. We take a lot of time trying to understand them, and we often misinterpret the meanings. When I was in junior high and high school, we did not have the Internet and there was not much information. The release itself was delayed; we would get to listen the music almost a half a year after the release in the U.S. and Europe. Two music magazines and 30-centimeter square record jackets were all the resources we had. We had to guess the meanings of everything from them. Our religious views differ from those in the West, and our sense of beat, rhythm, and sound is not similar to theirs. However, we were still attracted to Western music by the music itself, what limited information we had, and the 30-centimeter-square record jackets. I think

this experience allowed me to grow a completely different ability. I imagined the meanings of the lyrics even though I didn't really understand them, and this really made me improve my imagination. I think, it's strange, but the lyrics turned out quite similar to what I imagined. At the time, I realized that the sound itself had a power to convey the essence of the song, even without the lyrics.

Who is the artist who most influenced you?

Neil Young, maybe. Also musicians like Bob Dylan and Janis Joplin drew their record jackets themselves. I was especially impressed with Joplin's jackets, and later I found out that she had graduated from art school. I can't really explain it, but music and the visual arts were synchronized in my mind when I was a boy.

You once mentioned that through working collaboratively you became able to do some things but at the same time there were some things you were no longer able to do. Would you elaborate on that?

As long as I don't have to direct the team, I'd love to do collaborative works all the time. I feel really comfortable when I'm a part of a team, but I probably would not play a leading role anymore.

Also, I started ceramics about three years ago. It might sound strange, but I have to make ceramics by myself alone, and naturally I have my own time to look into myself. The more I have time to myself, the better I can draw. I actually cannot draw well after collaborating. This doesn't mean that I am unable to create art, but I simply don't have enough time. After getting together with other artists to collaborate, I have needed a week or two to retrieve my own peace after the project was over. I'm not really good at controlling that kind of thing. The strongest passion in me is to draw and having more time to myself naturally allows me to produce more work.

When you say "to draw," do you mean to sketch or to draw on a canvas?

To draw on a canvas. To me, sketching is like graffiti or a diary where I can scribble anything, good or bad. If nothing comes out of me, I can describe that. On a canvas, however, I have a responsibility to some extent — I have to question myself, I have to communicate with the canvas. So, sketching and drawing on a canvas are completely different to me. Other than sketching and drawing on canvas, I brought works on billboards to the exhibition, which is a different drawing style.

How different?

In my long career of drawing and participating my art, I noticed that there are two types of audience: one that sees my sketches as paintings and another that views them as character-based art, like Hello Kitty. I consider myself someone who has drawn paintings, and I don't think I am influenced by manga culture, as is often claimed. I'm rather influenced by picture books and Disney animation, but many people try to relate my work to Japanese manga. I have tried this. So, in the hopes of letting them know, I drew something easy to understand with simple lines on billboards. But nobody understood it, actually. To make matters worse, I recently have been drawing my billboard works more carefully and whitewashingly, so the works are becoming like paintings. I have come to think that's a problem [laughs].

There are drafts for billboard works I put together the images from my sketches and some other materials to create conceptual works. But since my art interests are animals and kids, nobody can see through to the concept because of the distractiveness of such animals and kid images.

You interpreted Western cultures and took them into your art, correct?

I am often described as being influenced by Japanese manga and youth culture, but I think nobody is more Americanized than I am. As I said before, I tried to feel music in my every way because of the limited information, language barrier, and cultural differences. Also, I was so happy when I found that I shared the same birthday with Walt Disney! I guess it's more of an honor than being told I share my birthday with Osamu Tezuka.* Tezuka himself loved Disney and tried to learn from him. Disney established a sketching school in his studio to teach animators

how to draw cows and horses and everything. But this aspect of creating animation was not imported to Japan. Japanese manga (or manga anime) in those days did not study sketching. So, even some famous mangaka are not good at sketching from an art student's point of view. Since Tezuka employed a cinematic perspective in his manga, he could condense that aspect and even make great work. In a sense, the image in each frame of Japanese manga does not show many things, but rather it illustrates the story as a whole. I think this drawing culture is not considered in the way manga has developed.

But you are considered to represent a type of Japanese culture.

I guess that's not a misconception.

However, your origins are something very Western...

I have come to like Asia these days. I have been greatly influenced by Western culture, but I'm wondering if my core, deep, deep roots are in something Asian. The rustic environment that I was raised in cannot be easily found in Japan anymore, but in Asia, countries, had all the way using landscapes like those of my childhood. I keep thinking about that these days. As I go to places like Indonesia, Thailand, Seoul, and Taipei for my exhibitions, that sentiment gets stronger. I have a feeling that I'm beginning to blend the influence of Western culture with something Asian that is innate in me.

You once mentioned that you thought about the people you adored in your twenties to help you move on when you faced difficult-

ties. Would you tell us more about this?

The image of my favorite growing up is a person who commits to one thing like I feel. For example, I and I liked Neil Young. His sound hasn't changed at all for a long time, just I think that artist has a reality for me, the sound of a strong locomotive but not of a steamlocomotive [bullet train]. I don't really like the first train, though they're convenient. They have a beauty in terms of function, but there is no beauty that resonates with the human heart. I feel beauty in things like a strong locomotive. Like such people I guess I like grownups who keep doing what they did in their twenties. I can't explain this well, but I hope you understand.

*Osamu Tezuka (1928-89): A legendary Japanese manga artist and animator, known for Astro Boy, Kirby the White Lion and Boot Jack. Often described as the Japanese Walt Disney, he influenced many manga artists and animators in the world with his innovative story telling style.

YOSHITOMO NARA

Around an enormous cult following and praised by art critics, Yoshitomo Nara is one of the most influential New Pop artists in the world. Born in Hiroshima, Japan in 1964 and educated at Aichi Prefectural University of Fine Arts and Music, and the Karlsruhe-Darmstadt University in Germany, Nara burst onto the international art scene in the 1990s, influenced by picture books and re-creation of his childhood and inspired by rock and punk music. His work blends themes of innocence with rebellion; his work often depicts children or animals with large cartoonish faces. At first glance these characters appear cute and innocent, but they often have signs of menacing expressions, carry knives, smoke cigarettes, and spit repulsive words in English, German, or Japanese.

Yoshitomo Nara: Nobody's Fool @Asia Society

Through January 2, 2011, Asia Society presents Yoshitomo Nara: Nobody's Fool. Over one hundred works including paintings, drawings, sculptures and installation works will be on display. The exhibition is organized into three sections, *Nostalgia*, *Rebellion*, and *Music*, which trace the development of recurring themes and characters. This exhibition will mark the first New York institution exhibition of Yoshitomo Nara, and the first time that the entire Asia-Pacific Museum will be devoted to one contemporary artist.

Asia Society
725 Park Ave. (at 78th St.), New York, NY 10021
www.asiasociety.org/museum



Yoshitomo Nara (2005)
©Yoshitomo Nara/Courtesy Republic Gallery, New York and Tonic Projects Gallery, Tokyo

© Drink

Soymilk Sake: A Healthier Alternative

Among all the interesting sales coming out of Japan to the U.S. market each day, one in particular has been creating some buzz. It is the **Tonya No Sake**, which is essentially soymilk sake, produced by **Asahibashi Brewery**. It was a new concept developed by the brewery to cater to the younger, more health-conscious generation. To prevent the soy and sake from separating inside the bottle, the brewery had to introduce a special technology, which they developed themselves, thus this is a sake you will not find anywhere else. The 50% sake and 50% soy milk beverage is a low calorie, healthy beverage, and its creamy, yet light texture is a hit particularly with the women in Japan.



Asahibashi Brewery's history goes back more than 130 years. About the brewery's motto, Mr. Hiroshi Kikuchi who manages sales for the brewery says, "It's not sake unless it goes with food!" Tonya No Sake is no exception.

What is unique about this soymilk sake is that it can be a dessert drink, as it pairs very well with any kind of dessert, especially chocolate. Add a little matcha green tea, and you have a green tea latte cocktail. The milky sake is more versatile than you think, and also goes perfectly with spicy foods such as Mexican and Korean cuisine.

The low alcohol level (only 8%) of the beverage is also great news for sake novices, but that does not make it boring for those who already like sake because there are just so many ways to enjoy this beverage. Tonya No Sake is now available in multiple Japanese restaurants and grocery stores throughout the city.



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© Fashion

Origami Inspired Clothing by David D. Caldwell Available Online

There is no doubt that Issey Miyake, Yohji Yamamoto and Rei Kawakubo are the three preeminent Japanese fashion designers from the 80's to the present day. Their specialties—Miyake's garment pleating, Yamamoto's oversized silhouettes, and Kawakubo's constructive shape—are seemingly unrelated, but their minimalist cutting, folding, and tailoring methods are reminiscent of Japanese origami art. One young successor who bears that aspect of the Japanese giants is **David D'Angelo Caldwell** who has just launched his online shop in November.

Inspired by a childhood obsession with origami, Caldwell blends constructive, geometric, and organic elements of the art form to create his fashion, and his innovative styles make him one of New York's hottest young designers. He is currently featured in season 2 of Bravo TV's **THE REALITY SHOW** hosted by fashion designer Isaac Mizrahi and former super-model and entrepreneur IMAN. Also, he recently became a tailor for Paula Abdul's "Live to Dance", and is now designing for her.

Born in Oklahoma in 1979, Caldwell was taught from a young age to sew by

his mother. He studied architecture and business before changing his major to fashion design. Caldwell's skills were on display during New York Fashion Week 2010, where he had a solo fashion show. Since then he has been creating original clothing designs for a limited number of clients. Now for the first time, Caldwell's designs will be available to the general public. The garments being sold in the online shop are multifunctional designs that are comfortable and easy to wear.

One lucky Cheesecake NY reader will receive an origami T-shirt! To apply send an email to press@caldwelldny.com with the title: chee-sticks. Offer expires December 1st.



A look at one of David and Jennifer's newest through exclusive taking a cue of the reusable nature of Caldwell's work.

<http://www.caldwelldny.com>

© Feed

Star in San-J's Gluten Free Lineup: Orange Sauce

The sweet, sour and savory flavor of Asian cuisine is so complex that you might think it's hard to produce the same flavor at home. But that's not true anymore thanks to San-J International, Inc., a company dedicated to manufacturing premium Teriyaki, soy sauce and quality Asian-inspired products. San-J is introducing an entire line to its popular Gluten-Free Asian Cooking Sauce line. With this new **Gluten-Free Orange Sauce** in hand, you can easily make Asian Style Orange Chicken, and it is also delicious with fried chicken or as a glaze on ribs, shrimp or tofu. It can be a delightfully different dipping sauce for spring rolls and dim sum, and who serves as a tangy alternative to ketchup, mustard and mayonnaise.



Not only is the unique taste of this sauce that is remarkable, this product is certified gluten-free by the Gluten-Free Certification Organization (www.gfc.org), along with all the other sauces in the Gluten-Free series (i.e. Teriyaki).

which bear logos stating this on their labels. San-J uses its Gluten-Free Tamari Soy Sauce in these cooking sauces as well as salad dressings. This gluten-free Tamari is made with 100% soybeans as opposed to the half soybean and half wheat combination found in typical soy sauces, and it imparts a rich, smooth flavor that enhances each of the sauces.

Of course you don't have to be on a gluten-free diet to enjoy this sauce. Thanks to a nice balance between the Tamari's umami (savoryness) and the perfectly sweet, light orange flavor, there is no need to use other seasonings in your cooking. San-J Gluten-Free Orange Sauce will be available in natural food stores, supermarkets and Asian grocery stores in February.

info: San-J International, Inc.
2800 Spruce St., Belmont, MA 02478
www.sanj.com



© From Japan

Posca 3D: Add A New Dimension to Your Holiday Celebrations

The holiday season is upon us, and people want to celebrate in a fun but economical way. Mitsubishi Pencil thinks it can help consumers make this happen. The Japanese company famous for its best-selling Posca, a paint marker whose name was derived from "poster color marker," recently made a splash with the introduction of its latest product, the **Posca 3D** marker set. Capitalizing on the recent 3D boom, the set includes eight markers along with a pair of 3D glasses and five sheets of special black drawing paper.



You can use Posca 3D markers not only on paper but also plastic, metal, and glass. Posca 3D is currently available only in Japan.

The idea for the project emerged when Mitsubishi began wondering if they couldn't enable people to put their own words and drawings into 3D. Because Posca markers are known for their bright colors as well as variation of hue and depth,

they seemed to be a natural fit to test out this theory. The company picked the eight colors from existing Posca color variations that were the most conducive to this media. The 3D effect is most visible on a black background, and among the eight colors of red, orange, pink, purple, yellow, light blue, green and blue, red creates the most depth of field and blue does the least.



With the Posca 3D marker set, you no longer have to just consume pre-made 3D images but can also create your own! Think about how unique you can make a holiday party by greeting guests with a 3D welcome signboard, or the special Christmas cards you can make. With the Posca 3D marker set, the only limit is your creativity!

House Tofu with Tomato & Herb sauce

More Recipes:
house-foods.com

INGREDIENTS (Serves 4)

- 1 (14 oz) package [House Foods Original Tofu Firm](#)
- 2 lbs [House Foods Fresh Basil](#), chopped
- 2 lbs [House Foods Cherry Tomatoes](#), chopped
- 1 medium [House Foods Cilantro](#), chopped
- 2 lbs [House Foods Olives](#), chopped
- 1/4 cup [House Foods Cherry Vinegar](#)
- 1/4 cup [House Foods All Purpose Seasoning](#)

SEE RECIPE



How To Cook:

1. Cut Tofu into 1-inch pieces.
2. Get an equal sized bowl and add all ingredients.
3. Mix all remaining ingredients in a small bowl.
4. Pour the sauce from the small bowl into the mixed ingredients.
5. Coat together for 3 minutes. Serve hot.

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Dining, Drinking & Partying in Japanese Restaurants

JAPANESE WINTER DELICACIES

Japanese people are crazy about seasonal ingredients and appreciating the flavor of each ingredient at its best. Here, we introduce the major winter delicacies enjoyed in Japan and how people get pleasure from them.

FEATURED RESTAURANTS

Inakaya / Sushi Lounge / enju / Gyu-Kaku / Hakubai Japanese Restaurant / Ippudo NY / Kappa Sake House / Kirakuya / Komagashi Ito / Masa Sushi & Grill / Ramen Kuboya / Ramen Setagaya / Restaurant SEO / Sobakoh / Souen East Village / Sugi Japanese Restaurant / Sushi Zen / Yakiniku West / Greenwich Grill / Pongen

LET'S EAT THE SEASON

-Scallops and Yuzu-

THE KURAMOTO

Kazuma Sake Brewery Co.

LISTINGS

Japanese Restaurant / Other Asian Restaurant / Grocery & Sake

Japanese Winter Delicacies

Japanese people are enthusiastic about appreciating seasonal ingredients and local products. The idea behind this is that they want to enjoy the flavor of each ingredient at its best. Unlike other seasons, winter isn't really the time for fruit and harvests. However, there is an abundance of seafood that is in peak season. Here we introduce winter delicacies that Japanese particularly enjoy.

Kani (Crab): The King of Winter Delicacies

No one denies that crab is the king of winter delicacies in Japan. There are a variety of crabs that are enjoyed, but the top three are "zunni-gani" (brown crab), "taraba-gani" (soft king crab) and "kei-gani" (shore crab). Zunni-gani is a large and long-legged type, and its meat, which has a touch of sweetness, is the most flavorful of the three. Taraba-gani is also a large sized crab, but it has relatively shorter legs compared to the zunni-gani. Its meat is somewhat plain compared to zunni-gani, but it has lots of plump meat. Kei-gani is the smallest of the three and it has little meat; however, the flavor is full-bodied and it has great kani-miso (crab gunk) that Japanese are crazy about.

As for their respective regions, zunni-gani is caught in the Sea of Japan, mainly the coast from Akita Prefecture to Shimane Prefecture (north to south) as well as Hokkaido. It has different names from region to region, for example "nematsu-gani" in the San-in area and "achien-gani" in the Hokkaido area. Taraba-gani lives in the fisheries where cod is caught, and this is where it gets its name, tarabu (tarabu) - gani (crab). It lives in the cold water of the Sea of Okhotsk, the Sea of Japan, the northern Pacific Ocean, and the Arctic Ocean, and the coastal area of Hokkaido in its mass. Kei-gani lives in the northwestern part of the Pacific Ocean, and in Japan in the coastal line from Hokkaido to Ibaraki Prefecture (north to south).

To enjoy the full flavor of these crabs, Japanese have fun with several cooking styles. Of course the easiest one is steaming, and this is generally called "kani-sashimi". There are two types of kani-sashimi, one dipped in ice cold water before serving and one without this step. Dipping the crustacean in cold water allows each crab muscle to firm and become white, and makes it shrink a little bit to look like a flower. In the culinary world, this action is called blanching flavor. The latter style allows you to eat the crustacean right out of the shells. Unlike the blanching flavor, it boasts a soft and silky texture that melts in your tongue.

Zunni-gani is often chosen for kani-miso.

Yaki-gani, or grilled crab, is another popular style. Usually people cook the crab slowly on a charcoal grill to enjoy the color changes and the aroma that warms up its flavor. The legs and "kani-miso" body offer completely different flavors and pleasures. The legs have a subtle and sweet taste, and the body produces the rich and full-bodied flavor of kani-miso. Though all three types of zunni-gani, taraba-gani and kei-gani are good for this style, people prefer the kei-ganic kani-miso. Peeling color on the kani-miso and dipping it in the way that causes tears love.

Yaki-gani, or boiled crab, is a dynamic style. Live crabs are put in boiling water and once they are done, people eat the whole crab. Kani-shabu, kani-saku and kani-nabe are hot pot dishes using crab. There is not a clear distinction between them, but kani-shabu is a dish where you dip crustacean in boiling water to enjoy an al dente texture and flavor with a special dipping sauce, usually ponzu (citrus juice with soy sauce dashi broth and sake). With kani-saku you boil crustacean in dashi broth before eating it with ponzu. On the other hand, kani-nabe uses an aged dashi broth for boiling crustacean, and people eat it



right from the hot pot without dipping sauce. There are more crab-dishes such as crab tempura and kara-meshi (seasoned rice with crab meat) but most of them are lightly seasoned, allowing people to experience the crab flavor.

To take advantage of the best flavor of each variety of crabs in each region, people often go on road trips during the winter. Such gourmet tours are getting more and more popular in Japan.

Fugu (Blowfish): High Grade Fish Whose Trickery Is Subtly

In Japan, "fugu" or blowfish is one of the highest grade and most expensive fish that impresses people's palates during the winter. It's mainly enjoyed in the southwestern part of Japan, and it has a clean, delicate flavor. Actually you taste almost nothing in the first bite, but you'll find subtle sweetness as you chew. It also has a unique texture that makes blowfish distinct from other white meat fish. It's well known that blowfish contains metal poison in its guts, so only certified blowfish chefs can cook the fish in Japan.

Popular blowfish dishes are fugu sashimi or unazukuri (blowfish sashimi), fugu-nabe or tecchin (blowfish hot pot) and kara-age (deep-fried blowfish). Paper-thin unazukuri in particular is a work of art and the ultimate delicacy of Japanese cuisine. Tecchin is a perfect dish during the winter, as it brings winter flavor as well as warms you up from the inside. Also, creamy, melting, and juicy blowfish "uni-roku," or roe, is what makes gourmets envy. Sake lovers enjoy hiro-sake (hot sake with grilled blowfish fillet), too.

Ankou (Monkfish): Deep-Sea Fish That Has the "Foie Gras of the Ocean"

"Ankou" or monkfish is prized mainly because of its liver which is called "ankimo." It has a fine granular, rich, buttery flavor and a creamy texture. Ankimo gets bigger during the winter, and the period between November and February is its peak season. This deep-sea fish is available even in spring and early summer, but the size of the ankimo is not big enough to be enjoyed as a delicacy. Ankimo can be cooked via many styles such as sashimi, boil, broil, and fry, but if you like to enjoy the whole fish, nabe (hot pot) is the best. The skin, marrow, liver, roe, gill, fin and meat are all put in the pot to bring winter flavor to your table. This ankimo sashimi attracts people because of the anko.



Photo courtesy of
Western Japanese Restaurants

Other delicacies in winter

When the chilly wind starts blowing or the first snow falls, Japanese go crazy for koni, fugu and anko, but there are other winter flavors that they love. Kara (cynara), tsu-shi (Japanese leek), and taro (potato) are symbolic winter side foods. Leeks and taro are especially used for celebratory dishes because they are beautiful when presented with head and tail. In the Japanese ritual presenting a fish from head to tail is considered to be auspicious. So these are essential for festive winter holiday dishes.

In terms of winter vegetables, people enjoy daikon radish, hakusai (nappa cabbage), nori (seaweed) and asturmo (Japanese taro, poketo (burdock), kerisium (a type of Japanese green), etc. Many are good for boiled and simmered dishes, and they are common items in nabe as well. It is also the season of citrus fruits (mikan, yuzu, hawasaki, daidai), and you are famous winter fruits.



Best condiments to heighten winter flavors

The winter delicacies introduced here are mostly enjoyed via simple preparation because Japanese people love to appreciate each ingredient's flavor as it is. However, since certain elements can multiply ingredients' flavors dramatically and add a kick to dishes without overpowering them, wasabi, momo-ezoito, and you can see these common items. Made with citrus juice, wasabi, daikon, and sake, ponzu has a refreshingly sour flavor and it always accompanies nabe dishes. Momo-ezoito is made from daikon radish and red pepper. Its beautiful salmon-pink color entices you to eat a chunk, but if eating enough to spice up the food in small quantities, ponzu revives with a burst of the tart and with grilled fish as well! Having a unique hardness, slight bitterness and a refreshing aroma with no sweetness, a squeeze of yuzu citrus magically upgrades dishes. It also is used for nabe and garnish.



Featured Restaurants at a Glance

Getting Your Dining Plan Started

\$=Under \$20, **=Under \$40, ***=Under \$100, ****=Above \$100

Midtown East



Gyu-Kaku Midtown

Location: 380 Madison Ave., New York, NY 10017
Price: \$5
Ad: Page 13
Cuisine type: Yakiniku



Pongsi Thai Restaurant

Location: 241 W 46th St., New York, NY 10036
Price: \$5
Ad: Page 18
Cuisine type: Thai



Habukai Japanese Restaurant

Location: 46 Park Ave., New York, NY 10016
Price: \$5
Ad: Page 13
Cuisine type: Kushi, Sushi, Soba



MEGU Midtown

Location: 420 United Nations Plaza, New York, NY 10017
Price: \$10
Ad: Page 13
Cuisine type: Sushi, Kushi, Bento Box



Sushi Zen

Location: 100 5th Ave., New York, NY 10006
Price: \$100
Ad: Page 17
Cuisine type: Sushi

Koreatown



Kirahuya

Location: 2 W 33rd St., 1F, New York, NY 10001
Price: \$5
Ad: Page 14
Cuisine type: Korean



Restaurant SEO

Location: 229 E. 6th St., New York, NY 10003
Price: \$5
Ad: Page 14
Cuisine type: Sushi, Udon

East Village

Midtown West



Isashaya

Location: 211 W 46th St., New York, NY 10036
Price: \$5
Ad: Page 12
Cuisine type: Ramen, Sushi



Gyu-Kaku East Village

Location: 39 Cooper Sq., New York, NY 10003
Price: \$5
Ad: Page 13
Cuisine type: Yakiniku



IPPUDO NY

Location: 65 5th Ave., New York, NY 10016
Price: \$5
Ad: Page 13
Cuisine type: Ramen



Noodle Cafe Zen

Location: 32 St. Marks Pl., New York, NY 10003
 Price: \$
 Ad: Page 12
 Cuisine type: Sushi, Korean, Udon
[View Details](#)



Ramen Kuboya

Location: 208 E. 3rd St., New York, NY 10003
 Price: \$
 Ad: Page 13
 Cuisine type: Ramen
[View Details](#)



Ramen Setagaya

Location: 34 St. Marks Pl., New York, NY 10003
 Price: \$
 Ad: Page 15
 Cuisine type: Ramen, Rice Buff.
[View Details](#)



Salabak

Location: 309 E. 5th St., New York, NY 10003
 Price: \$
 Ad: Page 15
 Cuisine type: Salads
[View Details](#)



Sousen East Village

Location: 338 E. 6th St., New York, NY 10003
 Price: \$
 Ad: Page 15
 Cuisine type: Ramen
[View Details](#)



Sushi Lounge

Location: 151 St. Marks Pl., New York, NY 10003
 Price: \$
 Ad: Page 17
 Cuisine type: Sushi, Korean, Udon
[View Details](#)



Yakiniku West

Location: 208 E. 3rd St., New York, NY 10003
 Price: \$
 Ad: Page 17
 Cuisine type: Yakiniku
[View Details](#)



Chelsea



enju

Location: 208 E. 17th St., New York, NY 10003
 Price: \$
 Ad: Page 13
 Cuisine type: Sushi, Udon, Korean, Sea.
[View Details](#)

Lower Manhattan



Greenwich Grill

Location: 425 Greenwich St., New York, NY 10013
 Price: \$15
 Ad: Page 11
 Cuisine type: Steak, Italian
[View Details](#)



MIGU New York

Location: 62 Thomas St., New York, NY 10003
 Price: \$155
 Ad: Page 10
 Cuisine type: Sushi, Korean
[View Details](#)



Kappa Sake House

Location: 328 5th Ave., Brooklyn, NY 11213
 Price: \$1
 Ad: Page 11
 Cuisine type: Sushi, Japanese, Ramen
[View Details](#)



New Jersey

Komegaki Ito

Location: 90 Town Square Pk., Jersey City, NJ 07304
 Price: \$15
 Ad: Page 11
 Cuisine type: Sushi, Udon, Soba
[View Details](#)



MASA Sushi & Grill

Location: 87 West Atlantic Ave., Atlantic City, NJ 08401
 Price: \$15
 Ad: Page 11
 Cuisine type: Sushi, Japanese, Korean
[View Details](#)



Sugi Japanese Restaurant

Location: 2000 Yonkers Rd., Yonkers, NY 10501
 Price: \$15
 Ad: Page 11
 Cuisine type: Sushi, Udon
[View Details](#)

SAVOR THE FULL FLAVOR OF THE ULTIMATE WINTER DELICACY "KINME-DAI"

INAKAYA

50% OFF

Kinme-dai is offered
at half price from
Nov. 20-Jan. 28 with this
coupons.



▲The Kinme-dai is cooked with nothing but sea salt and the succulent meat, the flavor, and the extraordinary flavor is guaranteed to melt the cheeks right off of any fish lover. It is offered at most price and normally costs \$80-100 but from Nov. 20-Jan. 28 Inakaya is offering a 50% off deal to all customers with Chopsticks NY coupon.



As our breath vaporizes, and people bundle up in layers, New Yorkers brace for the long brutal winter months. Inakaya, in Midtown, offers robata-style of Japanese grilling and is a must-visit place if you are interested in trying the ultimate Japanese winter gourmet this season. It is the only place in New York that offers Kinme-dai (Golden Eye Snapper) in a unagi-style (grilled whole fish). The deep sea fish is considered a luxurious delicacy in Japan as it is expensive and is usually consumed during festive times. But now at Inakaya, you can taste it in a fraction of its regular price.

The Kinme-dai comes from the coast of Kansai and Choshi and is in-season during the winter months. Since the fish's meat is thick, restaurants rarely serve them whole, but the robata-style enables the fish to cook slowly and complete sashayaki, the best way to savor the flavor of the Kinme-dai. It is served with grated daikon radish, lemon and soy sauce, but "Try it without any condiment, first," advises Mr. Yu Kobayashi, manager of Inakaya. "Then, move on enjoying with several condiments." The large fish is especially great to order for a group along with the Robata Tendon Mew (Beef [109] or Seared [135]) that will give you a little bit of everything.

Inakaya

23 W 40th St
Bef. 7th & 5th Aves.
New York, NY 10018
Tel: 212-582-2188
www.inakaya.com
Lunch: Mon-Fri 11:30am-2:30pm
Dinner: Mon-Fri 5pm-10pm Sat
8pm-11pm

PLAN A WALLET FRIENDLY HOLIDAY PARTY AT SUSHI LOUNGE SUSHI LOUNGE

50% OFF

Selected Drinks
during regular Happy Hour
and all day during
Happy Hour



▲Dine 50% off with and additional 10% off with purchase more than \$150 before discount! There is no way not to take advantage this offer especially during with your company.

▲Mango and Green Apple Shochu: Mango Framboise or delicious Suntory Blue the ocean Ichiro 50% off during regular happy hour and all day during the holiday season from Dec. 20 to Jan. 30.

Sushi, with all the colors and variety, is not only healthy, but it is also a festive food, and what better time to have such than the holiday season. For large gatherings, there is no better place than Sushi Lounge on Avenue A, which caters to large groups of sushi lovers that flock in at once.



The best thing about Sushi Lounge is that they offer half price rolls with a minimum order of \$16 (before discount) all day, and during Happy Hour (starting at 10pm) sake cocktails as well as beer are also half priced. From Dec. 20 to Jan. 30, however, their Happy Hour will be extended all day, so it would be silly not to take advantage. The menu caters to standards like Spicy Tuna Roll, California Roll, and creative ones like Foamy Kusabi Roll, and Low Ed. There are about 50 different types of rolls and another 30 items from the appetizer menu alone, so there is something for everyone.

Although they offer the same deal, their sister restaurant Noodle Cafe Zen has a slight variation in the Happy Hour cocktails. Both restaurants are known for their variety of sushis and udon noodles, making them a great stop over spot during the cold season.

JAPANESE HOME COOKING AT A REASONABLE PRICE

www.yanji.com

Yanji, a self-service, on-taste restaurant in the Union Square area, has been loved by businesspeople and tourists for over 18 years. Reasonable prices and a home-style menu, carefully prepared by the owner, are the reasons for Yanji's success. Popular items include the Dry-Curry with Soba (\$12.50), Donburi (\$5.50-\$10), Chicken Udon (\$9), and the Daily Delight with soup (\$8.95). The most popular of the daily dishes is the "Fried Maitake" Bento,

which comes with juicy meat loaf coated in crackly breading over rice. Noodles and daily donburi are always made fresh to order. More than 30 kinds of bento box and a full condiment bar are available. Don't miss their Maitake parmesan on display.

www.yanji.com

28 E. 17th St.
(bet. Broadway & 5th Ave.)
New York, NY 10003
TEL: 646-206-7204
Mon-Fri: 11:30am-10pm
Sat-Sun: 11pm-10pm



PROSPEROUS NEW YEAR STARTS WITH AN "OSECHI" MEAL AT HAKUBAI HAKUBAI JAPANESE RESTAURANT

Hakubai has offered genuine kaiseki dishes and traditional Japanese meals and has amazed their clientele for years. To provide a true Japanese New Year celebration experience, they will serve an Osechi Come & Assorted Soshoku on Jan. 1 and 2 for \$115. An assortment of dishes prepared by Hakubai's kaiseki chefs, specifically for this occasion, can be appreciated only on these two days. Reservations are required,

starting on Dec. 1 and full. Also their healthy "Kyu-han" lunch and dinner are the best ways to sample Hakubai's perfection. 35 cents from each order is donated to school meals in a developing country through Table for Two (XPD).

Hakubai Japanese Restaurant
68 Park Ave. (bet. 59th & 60th Sts.)
New York, NY 10016
TEL: 212-689-7711
www.hakubai.com
Mon-Fri: 11:45am-2:30pm
5pm-10pm



TAKE ADVANTAGE OF GREAT DEALS AT AUTHENTIC JAPANESE YAKINIKU HOUSE GYO-KAKU

A place where you can enjoy authentic Japanese yakitori (BBQ), Gyo-Kaku is truly a global restaurant chain with over 500 locations in Japan, as well as overseas locations. Tables at Gyo-Kaku come equipped with tabletop grills. Many varieties of meat are offered and all are delicious, but the Ikkoushi Skirt Steak with Miso is especially recommended. To fully experience the flavor of Gyo-Kaku, try the happy hour specials.

At the East Village location all bottled drinks and 11 kinds of meat courses are half price. At the Midtown location, selected dishes and drinks are \$5 each, and most dishes are half price.

Gyo-Kaku Midtown

605 3rd Ave. 2nd Fl.
TEL: 212-723-4816
Gyo-Kaku East Village
34 Cooper Square
TEL: 212-256-2669
www.gyo-kaku.com

*For open hours go to website.

INTRODUCING NEW, FULL-FLAVORED RAMEN THAT WILL BOOST YOUR ENERGY

IPPUDO NY

The long line in front of IPPUDO NY (one) disappeared over two years after its opening. The popular destination in the East Village revises their menu every month by introducing 3 to 4 new appetizers and side of the ramen paired with their food. Their featured ramen in December is Kusonose Tendon (Dish only), which has a full-bodied flavor with a kick from ma-yu garlic oil. Also during this winter they served the popular sukiyaki ramen from last year: Kogane Miso Ramen (Dinner only). In black soup has a nutty, umami flavor coming from roasted miso. Don't miss the flavor offered for a limited time only.



IPPUDO NY

69 4th Ave. (bet. 6th & 5th Sts.)
New York, NY 10003
TEL: 212-685-0096
www.ippudo.com
Mon-Thu: 11am-3:30pm; 5pm-11pm; Fri, Sat: 11am-3:30pm
Sun: 12:30pm-8pm; Sun: 11am-10:30pm

HOMELY IZAKAYA—EATERY WHERE TOKYO MEETS BROOKLYN

KAPPA SAKE HOUSE

Kappa Sake House, specializing in Tokyo style cooking, serves sake and Japanese craft beer to accompany their comfort food. Spicy Miso Ramen, Hako Sushi, Jiburi Salmon, and Miso-nabe Gyoto are just some examples that are carefully crafted to harmonize with sake. For the upcoming party season, they will customize a special menu according to your budget and size as well as rent their garden space for making your party memorable.



On New Year's Eve, they will serve a prix fixe sake tasting menu, and for the first week of the new year, they will offer Tokyo-style miso-nabe soup. Don't miss their seasonal bath nramen.

Kappa Sake House

288 5th Ave. (bet. 4th & 7th Sts.)
Brooklyn, NY 11215
TEL: 718-420-2000
www.kappasakelhouse.com
Lunch: Mon-Fri 11pm-2pm
Brunch: Sun 12pm-3pm
Dinner: Tue-Sat 5pm-Midnight
Sun: Apr 10-10pm

A TREAT FOR THE EYES, THE STOMACH AND THE WALLET

KOMEGASHI TOO

Dining with a spectacular view of the Manhattan skyline is one of the perks that Komegashi Too offers. Its menu consists of traditional cuisine as well as contemporary Japanese fusion which explores new flavors with varieties of accents and ingredients. To enjoy seafood en action, try Oshakai Sushi Roll (S\$8 & up). It features fresh premium seafood specially selected by the chef. For a dish with a modern twist, Oshaki

Chawan Mushi (S\$23) is a popular choice. All drinks are 20% off during the daily happy hour from 4pm to 7pm, making it a wise to Komegashi Too a worthwhile experience this winter.



Chawan Mushi (S\$23)
59 Town Square Place
Jersey City, NJ 07306
TEL: 201-628-8888
www.komegashitoo.com
Lunch: Mon-Fri 11am-2:30pm
Sat: 12:30pm-2:30pm Sun: 1pm-8pm
Dinner: Mon-Thu 5pm-10:30pm
Fri-Sat 5pm-10pm Sun: 4pm-10pm

OFFERING 120 KINDS OF SAKE, AN IZAKAYA IN KOREATOWN

KIRAKUYA

Kirakuya is the only Japanese izakaya in Koreatown where Japanese chefs work their magic. Reasonably priced cuisine and over 120 kinds of rare sake carefully selected by a sommelier are popular features at this establishment. The special recommendation for the winter is the hotly warming Yuzu Nabe. With angler fish, potato, cayenne, bacon shrimp and plenty of vegetables, it is a hearty and satisfying winter treat. Also, as a special holiday offering, Roasted Beef Shabu Shabu and Asian Chicken Mousaka are offered. An in-house sommelier is available to assist you. Also, Kirakuya will have new sake for the winter season.



Kirakuya

2 W 30th St. 2F
(bet. 5th Ave. & Broadway)
New York, NY 10001
TEL: 212-620-2222
www.kirakuya-nyc.com
Lunch: Mon-Fri 11am-2pm
Dinner: Mon-Thu 5pm-10pm
Fri-Sat 5pm-10pm
Sun: 6:30pm-9pm

ENJOY THE FINEST JAPANESE DINING EXPERIENCE IN ALLENDALE

MASA SUSHI & GRILL

Masa Sushi and Grill, which opened in 2006, is a relaxed restaurant in an elegant residential neighborhood. Over 20 kinds of fresh sushi ingredients are regularly available and most of these ingredients are sent direct from Japan. Many customers put their trust in the chef's skills and order the Omakase (Chef's Choice) Sushi Course. Perfect for the cold winter, the Kaisen Nabe, a seafood hot pot with plenty of crab, shrimp and clams is highly recommended. This dish is packed with flavor from kinton and seafood stock. New Year's parties - the rokae items start at \$45. Private rooms are available and you can bring your own drinks.



Masa Sushi & Grill
61 West Allendale Ave.,
Hoboken, NJ 07030
TEL: 201-904-0811
www.masasushigrill.com
Lunch: Mon-Sat 12:30pm-3pm
Dinner: Mon-Thu 5pm-10pm
Fri: 5pm-11pm
Sat: 9:30pm

FREE
Draft Beer
Momo's Chopsticks
and Ramen
will receive 2
drinks free per person

**THE NEW EAST VILLAGE RAMEN
SHOP BOASTS SUPERB BROTHS**
RAMEN KUBOYA

Newly opened Ramen Kuboya takes pride in their flavorful soups that have been developed over 30 years. Made primarily from pork, chicken and seafood stocks, all the ingredients are carefully mixed to achieve a delicate balance. The flat and wavy noodles match the soup perfectly, and slices of slowly simmered roast pork on top complete their ramen as a masterpiece. For hungry customers Lunch Set of (\$15), including

their signature "Kuboyan" Ramen (miso, soy, or soy sauce), a half-size fried rice and dumplings (pork or vegetarian), is highly recommended. For vegetarians, the Vegetarian Miso Ramen is being introduced.



Ramen Kuboya
106 E. 3rd St. (btw Ave A & B)
New York, NY 10003
TEL: 212-777-9918
www.kuboya-ny.com
Lunch Sat-Sun 11am-4pm
Dinner: Mon-Wed 5pm-9pm
Thurs-Fri 5pm-10pm
Sat 5pm-12:30am

\$2 OFF
With this coupon you
can get \$2 off any
order of ramen.
Not valid with other offers.

**BEAT THE WINTER COLD
WITH FLAVORFUL RAMEN**
RAMEN SETAGAYA

Enjoyed by all from students to businesspeople, every day around 300 people fill their bellies with delicious ramen served by Ramen Setagaya. Special care is used in the selection of the ingredients, which are all natural and contain no MSG. The Shio-ya Ramen, made with premium Japanese soy sauce, is a special recommendation. Also popular are the kushu and dinner sets, which include their famous gyoza (dumplings) and one main dish (ramen, every night, or kushu) (grilled pork over rice). With the winter cold just around the corner, it is the perfect time for the warming taste of ramen. Enjoy it with a hot sake and you can beat the winter cold!



Ramen Setagaya
34 St Marks Pl
(bet 2nd & 3rd Aves.)
New York, NY 10003
TEL: 212-667-7559
Sun-Thu 11am-11:30pm
Fri Sat 5pm-12:30am



New
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Beer at its Purest

KIRIN ICHIBAN

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ENJOY GENUINE JAPANESE COMFORT FOOD WITH A PEACEFUL ATMOSPHERE RESTAURANT SEO

Restaurant SEO is a traditional Japanese eatery that offers a powerful taste of Japan in a comfortable setting. From their highly prized menu, 3 variations of the Special Lunch are recommended: A (Beefy Miso), B (Cheesy) and C (Edamame Rice), all of which are served with vegetable tempura and miso soup. Especially, the A set is the owner/chef's pick; the slowly braised mackerel is incredibly succulent with crispy skin and it deliciously seasoned with gremison set from Japan.

Celebrating their 10-year anniversary, they will release old new menu and give their clientele a chance to enjoy genuine Japanese dining.



Restaurant SEO
248 E. 49th St.
Bet. 2nd & 3rd Aves.
New York, NY 10017
TEL: 212-689-7722
Lunch: Mon-Sat 12pm-2:30pm
Dinner: Mon-Sat 5:30pm-10pm
Sun 5:30pm-10pm

NOT JUST A HEALTHY SUBSTITUTE – ENJOY FULL-FLAVORED MACROBIOTIC CUISINE SOBEN EAST VILLAGE

Soben East Village serves natural, organic food based on a Macrobiotic diet. Some might think that vegetarian cuisine lacks substantial flavor, but that is not the case in this restaurant. They serve flavorful dishes which please even non-vegetarians, and you can enjoy new tastes that they introduce each season. The latest introduction here is the Thanksgiving ingredient, *Moholy Seasonal Flavor* (\$15), including simulated Turkey made

with baked vegetables and soft wild rice, seaweed cauliflower, cranberry sauce and steamed vegetables. It has enough volume to fill you up. An amazed review of this dish will be served after Thanksgiving Day.



Soben East Village
258 E. 6th St.
Bet. 1st & 2nd Aves.
New York, NY 10036
TEL: 212-688-1158
www.sobennewyork.com
Monday-Saturday 12pm-11pm
Sunday 12pm-10pm

THE ULTIMATE WINTER COMBINATION: ENERGIZING HOT POTS AND HAND-MADE SOBA SOKUH

Soba (buckwheat noodle) house in the East Village, Sokuh, specializes in sobahe (refined type) and mitsuki (whole grain) soba and seasonal special dishes. They are introducing *Chicken Teriyaki Miso Hot Pot* in a winter special dinner to beat the cold weather and energize you. The hot pot is full of hearty flavors of teriyaki marinated made from chicken thigh, tofu, mushrooms, scallions, and miso adds body to it.



Sokuh
309 E. 6th St.
(bet. 1st & 2nd Aves.)
New York, NY 10003
TEL: 212-684-2248
www.compassgroup.com/sokuh/
Mon-Sun: 11am-9pm
8:30pm-10:45pm

WARM YOUR BODY AND HEART WITH AUTHENTIC JAPANESE FOOD SUGI JAPANESE RESTAURANT

Offering truly traditional Japanese food that's not adapted for the American palate, Sugi Restaurant in Fort Lee has been loved by locals for over ten years. The *Bento Plate*, which includes 5 pieces of nigiri sushi and one natto roll made from a daily selection of the finest ingredients, is the restaurateur's signature dish. Served piping hot in a clay pot and topped with chicken tempura, *Nakagawa Udon* is the perfect dish for the winter season. Then there is the chef's special *Korean BBQ Plate* that appeals to even Korean cheftele. Sugi serves parties of up to 30 people and they can arrange party menus according to your budget and preferences.



Sugi Japanese Restaurant
DoubleTree Fort Lee
2117 Route 4 West, Fort Lee,
New Jersey 07024
TEL: 201-467-6208
Lunch: Mon-Fri 12-2:30pm
Dinner: Mon-Fri 5:30-10:30pm;
Sat 5:30-10:30pm

WELL COMPOSED MEAL THAT BRINGS VITALITY TO YOUR BODY SUSHI ZEN

The esteemed sushi restaurant, Sushi Zen, aims to bring a pleasant and healthy dining experience to their clientele. For the severe cold season, they prepare a dish that warms you up from inside. *Chef Kawanabe (Chef Paper No. 10)* Well-balanced ingredients include Pacific cod, tofu, carrots, noriwa, yuzu, mushrooms like shiitake, maitake, orange, and shimeji, and occasionally they add a Japanese delicacy, shirako (cod roe), when it

snows. At dinner time, as at the counter and try *Oseizure External Shows*, where experienced sushi chefs create a sushi tasting course just for you. They will serve a special Christmas dinner.



Sushi Zen

108 W. 44th St.
(bet. 6th Ave. & Broadway)
New York, NY 10036
TEL: 212-600-8797
www.sushizennyc.com
Lunch: Mon-Fri 12pm-2:45pm
Dinner: Mon-Fri 5:30-10pm
Sat 5-10pm

CELEBRATE YOUR HOLIDAY WITH JAPANESE STYLE YAKINIKU YAKINIKU WEST

Japanese style yakitori (BbQ) restaurant, Yakiniku West boasts a menu with 12 kinds of beef including premium wagyu gyu (US Kobe beef), as well as chicken, pork, and seafood. The house recommendation is the 222 Plate. For four people (\$128) you can enjoy eight kinds of meat including prime short rib (kolha), sirloin, short rib with bone, rib-eye, and beef tongue. For two people (\$60) you get five kinds of meat. Additionally that holiday season they are introducing a holiday package. For four or more people, (\$38 per person) you get a salad, appetizer, and meat platter in well as all you can drink for two hours (Kombi draft, house wine and soda, and soft drinks).



Yakiniku West

216 E. 9th St.
(bet. 2nd & 3rd Aves.)
New York, NY 10009
TEL: 212-619-8038
Mon-Thur 5pm-11:30pm
Fri Sat: 5pm-11:30pm
Sun: 5pm-10:30pm

Something special for the holiday season

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Where to drink:

DISCOPOLIS 100 E. 36th St. (bet. 3rd Ave. & 2nd Ave.) 212-575-2725
GREENWICH GULL 221 Greenwich St. (bet. Laight & Vesey St.) 212-229-0400
MEATBALLISTA 15 317 4th Ave. (bet. 3rd Ave. & 2nd Ave.) 212-529-0278
UTION WEST 290 E. 46th St. (bet. Lexington & 3rd Ave.) 212-752-9877
YAKINIKU WEST 313 E. 3rd St. (bet. 2nd & 3rd Ave.) 212-979-9238

What to buy:

Moroni Whiskeybar

990 Lexington Ave., Edgewater NJ 07020 201-941-7021



Distributed by **JFC** www.jfcnewyork.com Tel: 718-636-8865 Enjoy responsibly

**TAKE PLEASURE IN APPRECIATING
DELICATE "TOKYO-ITALIAN" CUISINE**
GREENWICH GRILL

Greenwich Grill features "Tokyo-Italian" cuisine—a strong Italian base with a subtle infusion of Japanese tones, ingredients, and cooking techniques used to pull out the full flavors found in Italian food. From Dec. 21 to 25 they will serve a Holiday Course (\$75). The carefully crafted 7-course menu includes cold and hot appetizers, pasta, two main dishes, a palate cleanser and dessert, highlighting home-made pastas such as

Lobster or Tomato Soufflé and Strawberry Millefoglie. With Japanese "osakasensei" spaghetti and risotto, all staff at Greenwich Grill promise you a beautiful dining experience.

Greenwich Grill
425 Greenwich St.
(bet. Liberty & Vesey Sts.)
New York, NY 10013
TEL: 212-274-8425
www.greenwichgrill.com
Lunch: Mon-Fri 12pm-2pm
Dinner: Mon-Thu 5:30pm-10pm, Fri & Sat 5:30pm-10pm, Sun 5:30pm-7pm. Blue Spice Tapas



UNCOMPROMISING AUTHENTICITY MAKES THIS THAI DINER REIGN FOR 40 YEARS
PONGSI THAI RESTAURANT

Located in the heart of Theater District in Manhattan, the authentic Thai-cuisine restaurant, Pongsi has attracted theatergoers, tourists, and neighbors since 1972. Among approximately 140 varieties of dishes, their clientele's all-time favorites are Tom Yum Gung (spicy and sour soup), Som Tum (papaya salad), and Green Curry. The owner picks meat, spicy and creamy Green Curry with a choice of chicken, beef, pork, shrimp, calamari or scallops to warm you up and help fight the cold winter. All dishes are made to order here. Don't forget to pair Thai food set with spicy dishes, which can neutralize your palate and reset it for another帮.



Pongsi Thai Restaurant
264 W. 48th St.
bet. Broadway & 8th Ave.
New York, NY 10036
TEL: 212-585-3392
www.pongsi.net
Mon-Sun: 11:30am-11:30pm

ESCAPE THE ORDINARY

This holiday season, indulge yourself in the finest modern Japanese cuisine in the lush and luxurious surroundings of MEGU



● 8 Course Christmas Prix Fixe Menu 2010
Dec. 23rd, 24th & 25th only \$195

● 8 Course New Year's Eve Prix Fixe Menu 2011
Dec. 31st only First Seating (5:30pm-8:30pm) \$145
Countdown Seating (Open-12am) \$195

M.E.G.U



MEGU

1005 Wilshire, MC 5000 Wilshire Plaza, 23rd Flr, Beverly Hills, CA 90210
MEGU New York 424 Thruway St., New York, NY 10013
Brussels: +32-911-7777 / www.megurestaurants.com ■ [Facebook](http://facebook.com/megurestaurants) ■ [Twitter](http://Twitter.com/megurestaurants)

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Japanese
Restaurant
Guide

ANSWER: $\frac{1}{2} \pi r^2 h$

Delivery
Delivery by Friday
Local Favourite
Business from Home
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Upper West

| | |
|--|---------------------------|
| Eugen Wirth | Käse |
| 230 Gubbestr. (Ecke Börs. Str.) | 10117 Berlin |
| 11980-12010 | |
| Eugen Wirth | Haus |
| 403 Ammoniusstr. Bei Börs. S 10a | 10117 Berlin |
| 212-215-216-217 | |
| Eugen Wirth | Italian Restaurant |
| Galerie 1000 (Akzente) Amalienstr. 1a | 10117 Berlin |
| 212-688-4870 | |
| Eugen Wirth | Käsewaren |
| 102 Ammoniusstr. Bei Börs. S 2000 | 10117 Berlin |
| 212-681-3000 | |
| Eugen Wirth | Käseküche |
| 495 Immanuelstr. Aus 10-11a | 10117 Berlin |
| 212-688-8000 | |
| Eugen Wirth | Käse-Sushi |
| 100 1/2 Tegelstr. Gitterstadt & Amalienstr. 1a | 10117 Berlin |
| 212-688-0000 | |
| Eugen Wirth | Masse-Brotkäse |
| 237 Seelower Str. (Dönnestadt & Seelower Str.) | 10117 Berlin |
| 212-684-3000 | |
| Eugen Wirth | Masse Organic Cafe |
| Sal Ammoniusstr. Aus 10a & 10m/91 | 10117 Berlin |
| 212-682-1118 | |
| Eugen Wirth | Masse |
| 100 1/2 Tegelstr. Gitterstadt & Amalienstr. 1a | 10117 Berlin |
| 212-688-0000 | |

| | |
|--|--|
| Eigen-Auto: | Mitsubishi |
| 403 Salsbury Ave. (Box 1200 S. Main St.) | 100-100 |
| 212-195-7502 | 100-100 |
| Eigen-Auto: | Mitsubishi Audi/Volkswagen |
| 407 Amherst Ave. (Box 106 S. Main St.) | 100-100 |
| 212-195-8807 | 100-100 |
| Eigen-Auto: | Honda |
| 9-100-1070-02 (Clydebank) Fort Lauderdale, | 100-100 |
| 100-100-1210-02 | 100-100 |

| | |
|--|-------------------|
| Egger Whirl | Ori |
| 200 Kastanienstrasse 8, 8008 Zürich | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Plastik Seaside |
| 100 Ammerseeplatz 10, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Saga Grill |
| 100 Ammerseestrasse 8, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Werke | Seget |
| Zellstr. 20, 1080-00 (Wien) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Sumo Sushi |
| 100 Ammerseeplatz 10, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Sun-Chau |
| 100 Ammerseeplatz 10, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Sushi A-Go-Go |
| 100 Ammerseeplatz 10, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Sushi House |
| 100 Ammerseeplatz 10, 8207 Starnberg | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Sushi Yu-2 |
| 1221 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Tonnoys |
| 1000 Innsbrucker Str. 178a & 179a (2) | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Tosca |
| 1000 Innsbrucker Str. 178a & 179a (2) | 500,- |
| 210-267 00 00 | 500,- |
| Egger Whirl | Tuna Sushi & Sake |
| 1000 Innsbrucker Str. 178a & 179a (2) | 500,- |
| 210-267 00 00 | 500,- |
| Upper East | |
| Egger Food | Aki Sushi |
| 1000 Innsbrucker Str. 256 & 266 (2) | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Akito |
| 1700 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Danger |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | East Japanica |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Fugu Yume |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Guraku |
| 81 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Kasumi |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Mars |
| 1200 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Nana's Sushi Bar |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |
| Egger Food | Okonomi |
| 1000 1000 00 00 (S. 100) 8. Kastenamt 100 | 500,- |
| 210-267 00 00 | 500,- |

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Upper East **Kensuke**
1999 1st Ave (bet. 86th & 87th Sts.)
212.223.4795

Upper East **Iron Sushi**
100 E. 76th St. (bet. 1st & 2nd Aves.)
212.223.0085

Upper East **Izakaya**
160 1st Ave (bet. 86th & 88th Sts.)
212.223.0085

Upper East **Izumisou Sushi**
1100 1st Ave (bet. 86th & 87th Sts.)
212.223.0085

Upper East **Kan Sushi**
1200 1st Ave (bet. 87th & 88th Sts.)
212.223.0085

Upper East **Ka Sushi (2nd Ave)**
1200 2nd Ave (bet. 86th & 87th Sts.)
212.223.0085

Upper East **Kir Sushi (York Ave)**
1009 York Ave (bet. 85th & 86th Sts.)
212.772.4326

Upper East **Kiraku Sushi**
300 E. 86th St. (bet. 1st & 2nd Aves.)
212.429.1178

Upper East **Kinsei Sushi**
1340 1st Avenue (bet. 85th & 87th Sts.)
212.594.8800

Upper East **Mizuki**
601 E. 86th St. (bet. York & 1st Aves.)
212.844.5892

Upper East **Mr. Sanger**
1027 2nd Ave (bet. 86th & 87th Sts.)
212.844.1100

Upper East **Musubi Restaurant**
1000 Madison Avenue (bet. 85th & 86th Sts.)
212.844.1100
Reservations required. Shipping menu for \$10.00
as Monday at 10:00AM to 12:00PM on Thursdays.
1000 Madison Ave (bet. 85th & 86th Sts.)
212.844.1100

Upper East **Ondo Sushi**
1024 1st Ave (bet. 85th & 86th Sts.)
212.844.0870

Upper East **Pika**
364 1st Ave (bet. York & 1st Aves.)
212.844.0870

Upper East **Sensuham**
100 E. 86th St. (bet. York & 1st Aves.)
212.844.0870

Upper East **Sensu-Shojo 70**
584 E. 76th St. (bet. 1st & 2nd Aves.)
212.849.1100

Upper East **Sushi House**
1200 E. 75th Ave (bet. 86th & 87th Sts.)
212.223.0222

Upper East **Sushi of Gion**
102 1st Ave (bet. 85th & 86th Sts.)
212.583.0266

Upper East **Sushi Soto**
1140 1st Ave (bet. 85th & 86th Sts.)
212.279.0229

Upper East **Sushi Soto**
151 1st Ave (bet. 85th & 86th Sts.)
212.279.0216

Upper East **Tessai 29**
1400 Madison Ave (bet. 86th & 87th Sts.)
212.423.0085

Upper East **Yesssushi**
100 1st Ave (bet. 85th & 86th Sts.)
212.583.0266

Upper East **Yesssushi Boy**
4440 1st Ave (bet. 84th & 85th Sts.)
212.583.0266

Upper East **Yokohama**
1400 2nd Ave (bet. 85th & 86th Sts.)
212.423.0085

Upper East **TOKI SHIN**
1101 1st Ave (bet. 85th & 86th Sts.)
212.423.0085

Upper East **Tokoya**
140 1st Ave (bet. 85th & 86th Sts.)
212.583.0266

Upper East **Tosaki Restaurant**
1400 1st Ave (bet. 85th & 86th Sts.)
212.583.0266

Upper East **Wajima**
134 1st Ave (bet. 85th & 86th Sts.)
212.423.0085

Upper East **Wassabi Lobby**
1000 Madison Avenue (bet. 85th & 86th Sts.)
212.583.0210

Upper East **YUKA Restaurant**
1300 Madison Ave (bet. 85th & 86th Sts.)
212.721.9010

Upper East **Yuka**
1300 Madison Ave (bet. 85th & 86th Sts.)
212.583.5800

Midtown West

Midtown West **Aki Sushi**
391 W. 42nd St. (bet. 7th & 8th Aves.)
212.580.8800

Midtown West **Anko**
294 1st Ave (bet. Broadway & 8th Ave.)
212.580.0200

Midtown West **Bonchan 12**
194 1st Ave (bet. 8th & 9th Aves.)
212.581.2010

Midtown West **Bonsaihouse**
42 W. 56th St. (bet. 5th & 6th Aves.)
212.581.4525

Midtown West **Bonchon Nourises**
One often-mentioned reason most like to eat at Bonchon is the fact that it's a Korean restaurant and therefore you can't help but feel like you're eating at a Korean restaurant. It's also a great place to get a quick meal if you're in a hurry.

Midtown West **Bonchon Nourises**
100 1st Ave (bet. 85th & 86th Sts.)
212.584.4446

Midtown West **Blue Ribbon Sushi**
100 1st Ave (bet. 85th & 86th Sts.)
212.583.0400

Midtown West **EFU EFU CURRY**
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Midtown West **Ene-Ene**
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12 items to choose from



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| Mitsukoshi West | Koenji | |
| 120 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Go Seito | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2200 | | |
| Mitsukoshi West | Haus | |
| 120 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Heyoza Te | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Izakaya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$40 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Izakaya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Izakaya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Izakaya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Izakaya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Katsuhannomu | |
| 40-41 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Koretsu | |
| 201 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Kosai | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Kyoto | |
| 200 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Machochan-Ter | |
| 40-41 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Mekko-Tsu | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Meister Sushi | |
| 22 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Nakano | |
| 120 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | NOBU ST | |
| 40-41 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Ogikubo Sushi | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Rio & You | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Salsa Bar Haga | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Stopper | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Tessuya | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Salsa Nippon | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |

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|---|-------------------|--|
| Mitsukoshi West | Sophyone | |
| 120 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Sushi Gome Gome | |
| 201 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Sushi of Gens 46 | |
| 247 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Sushi Zen | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Suzakuden | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Tedorigae Subsage | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Tengyoku Dog | |
| 120 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Toro Revives | |
| 247 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Yaketen TOTTO | |
| 261 W 36th St (bet. Broadway & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Yaketenya | |
| 261 W 36th St (bet. 7th & 8th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi West | Yummy Sushi | |
| 200 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Midtown East | |
| Mitsukoshi East | Aberuwa Kusonoha | |
| 241 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Aquamarine | |
| 272 2nd Ave (bet. 20th & 21st Sts) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Azumi | |
| 241 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | DANBURY-YA | |
| 1211 4th Ave (bet. 4th & 5th Aves) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | EBO Sashimi House | |
| 214 W 42nd St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Gyo-Kabre | |
| 107 W 36th St (bet. 5th & 6th Aves) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Hobesoba | |
| 170 E 42nd St (bet. 5th & 6th Aves) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Japanese Pork | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Japanese Ramen | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Open/Close | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |

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5th & 6th, Mon-Fri 12:00pm-2:30pm

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| | | |
|------------------------------------|----------------|--|
| Mitsukoshi East | Japanese Pork | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Japanese Ramen | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |
| Mitsukoshi East | Open/Close | |
| 120 W 36th St (bet. 6th & 7th Ave) | \$20 L | |
| 212-588-2000 | | |

Mitsukoshi East **Hanshin**
285 Park Ave. 2nd fl. 100-551
212.428.0000

Mitsukoshi East **Habubons**
177 5th Ave. bet. Madison & Michael C.
212.585.0000

Mitsukoshi East **Han-Chan Korean**
240 E. 57th St. bet. 2nd & 3rd Aves.
212.421.0000

Mitsukoshi East **Han-ki**
161 E. 49th St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **Kikuya Ayako**
228 E. 54th St. bet. 5th & 6th Aves.
212.421.0000

Mitsukoshi East **Kikuya Eiki**
901 E. 42nd St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **KATSUMADAI**
177 E. 49th St. bet. Madison & Michael C.
212.585.0000

Mitsukoshi East **Kameya Zushi**
21-23 6th Ave. bet. Madison & 5th Aves.
212.585.0000

Mitsukoshi East **MATU Matsuhisa**
995 Avenue of the Americas
212.584.0771

Mitsukoshi East **Masachika-Ya**
101 E. 54th St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **MEI**
 Mei Mein Japanese Restaurant
Mei is the deck-level view of Matsuzo. Matsuzo has been rated #1 in New York City since 1995. This new sister restaurant provides upscale Japanese-Mediterranean fusion cuisine.

Mei Mein Japanese Restaurant
100 W. 57th St. bet. 5th & 6th Aves.
212.585.0000

Mitsukoshi East **Natsu-Sushi**
104 E. 54th St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **Nigiri**
34-36 33rd St. bet. 5th & 6th Aves.
212.421.0000

Mitsukoshi East **Poppy**
190 E. 54th St. bet. 3rd & Lexington Ave.
212.584.0774

Mitsukoshi East **Omak's**
164 E. 54th St. bet. 3rd & Lexington Ave.
212.582.0000

Mitsukoshi East **Ogura**
1002 42nd St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **Red & Black**
 This unique sports-themed restaurant offers "judo dishes." It's a nice style of cooking that they call "yakiniku" in Japan. If this is your kind of food, head over to Red & Black. They're not the most expensive place in town, but the food is top-notch.

Red & Black
295 5th Ave. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Restaurant S&B**
200 E. 54th St. bet. 3rd & 4th Aves.
212.585.0000

Mitsukoshi East **Rough**
105 E. 49th St. bet. 3rd & 4th Aves.
212.585.0000

Mitsukoshi East **Sakagura**
 Located below the 10th floor, this restaurant offers a variety of Japanese and Chinese specialties. You can also order from their menu or have it delivered to your table.

24-26 33rd St. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Shabushabu**
214-215 51st St. bet. 3rd & 4th Aves.
212.584.0776

Mitsukoshi East **Shochi-ya Hanayashiki**
Catering/dinner/lunch
Matsuzo Central Dining. You can order from their menu or have it delivered to your table.

24-26 33rd St. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Takaya Eiki**
101 E. 42nd St. bet. 3rd & Lexington Ave.
212.421.0000

Mitsukoshi East **TATSUJI**
217-219 42nd St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Totto ROTTO**
217-219 42nd St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Sushi Tei**
101 E. 42nd St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Sushikan**
201-202 51st St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Sushiro**
101-102 42nd St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Takao**
100 W. 57th St. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Tokaido**
100 W. 57th St. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Tosca**
101 E. 42nd St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **Translators**
141 E. 42nd St. bet. 3rd & Lexington Ave.
212.584.0774

Mitsukoshi East **Udon West**
100-102 40th St. bet. 3rd & Lexington Ave.
212.584.0774

Mitsukoshi East **Yakitori East**
200 E. 54th St. bet. 3rd & 4th Aves.
212.584.0774

Mitsukoshi East **YAMABA Restaurant**
101 E. 54th St. bet. 3rd & Lexington Ave.
212.584.0774

Mitsukoshi East **Yummy Sushi**
100 5th Ave. between 42nd & 43rd
212.584.0774

Mitsukoshi East **Red & Black**
This unique sports-themed restaurant offers "judo dishes." It's a nice style of cooking that they call "yakiniku" in Japan. If this is your kind of food, head over to Red & Black. They're not the most expensive place in town, but the food is top-notch.

Red & Black
295 5th Ave. bet. 5th & 6th Aves.
212.584.0774

Mitsukoshi East **Restaurant S&B**
200 E. 54th St. bet. 3rd & 4th Aves.
212.585.0000

Mitsukoshi East **Rough**
105 E. 49th St. bet. 3rd & 4th Aves.
212.585.0000

Chelsea
Star Diner
101 W. 18th St. bet. 5th & 6th Aves.
212.584.0774

Chelsea **Grand Sushi**
101 W. 18th St. bet. 3rd & 4th Aves.
212.584.0774

Chelsea **EMILY**
200-210 W. 20th St. bet. 5th & 6th Aves.
212.584.0774

Chelsea **Ice Castle**
102 5th Ave. bet. 10th & 11th Aves.
212.584.0774

Chelsea **Takaya Tea**
201-202 5th Ave. bet. 23rd & 24th Sts.
212.584.0774

Chelsea **Mazuri**
200 W. 20th St. bet. 5th & 6th Aves.
212.584.0774

Chelsea **Moumou Sushiro**
101 21st Ave. bet. 9th & 10th
212.584.0774

Chelsea **Monster Sushi**
104-106 21st Ave. bet. 9th & 10th
212.584.0774

Chelsea **MIRIMOTO**
101 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Rocka Naka**
101 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Tonkotsu Tei**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Tsujizo**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Yamato**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Cramberry**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **TS EAST**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **TS WEST**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Yamato**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Chacha**
70-72 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Hannachi**
101 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **House**
101 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Yamato**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Rockin' Sushi**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Soto**
101 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Sento Momo**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Sento Yakuza**
100-102 21st Ave. bet. 10th & 11th
212.584.0774

Chelsea **Kitsune Sushi 2**
101 21st Ave. bet. 10th & 11th
212.584.0774

Gramercy **Mishima**
101 Lexington Ave. bet. 20th & 21st
212.584.0774

Gramercy **Moskowitz**
101 21st Ave. bet. 3rd & 4th Aves.
212.584.0774

Gramercy **Sakura**
100 Lexington Ave. bet. 20th & 21st
212.584.0774

Gramercy **Sento SAMURAI**
100 Park Ave. between 20th & 21st
212.584.0774

Gramercy **Takizawa Senses**
191 Hudson St. bet. 20th & 21st
212.584.0774

Gramercy **YAMA Restaurant**
211 21st Ave. bet. 10th & 11th
212.584.0774

West Village **West Village**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Blue Ribbon Sushi**
101 Sullivan St. bet. Spring & Prince Sts.
212.584.0774

West Village **Cho Cho Sushi**
A neighborhood favorite, this is a great place to get together with friends/family. Their rice isn't just rice, it's rice made especially for eating raw fish.

West Village **Daici**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Headspace**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Mei**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Morimoto**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Murasaki**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Nobu**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Omak's**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Papaya**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Ramen Tekken**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Rockin' Sushi**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Soto**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Sento Momo**
100-102 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Sento Yakuza**
100-102 10th St. bet. 3rd & 4th Aves.
212.584.0774

West Village **Tanzen Sushi**
101-103 10th St. bet. 3rd & 4th Aves.
212.584.0774

| West Village | Ushikuheima |
|---|-------------|
| 127 W. Houston St. (bet. S. MacDougal St.) 212-229-4111 | |
| Vista Village YMCA 140 Greenwich St. 204 W. Houston St. (bet. Hudson & Broadway) 212-721-0200 | |

East Village

| East Village | Ashiya |
|--|--------|
| 187 Macdougal St. bet. 10th & 11th Sts. 212-226-0290 | |
| Eat'n Village BOND STREET | |
| 4 Bond St. bet. Ludlow & Broadway 212-227-2200 | |
| Eat'n Village Chik-An | |
| 2nd fl. of a well-known eat'n Sun Chico, Japan and Nod Lao and/or a great Korean restaurant in the past. Now, The Royal Special Doctor, health no dinner prepared with a lot of care. The best Korean restaurant in New York. 204 E. 96th St. (bet. 2nd & 3rd Aves.) 212-259-4009 www.chik-an.com | |

| East Village | Chopsticks |
|---|------------|
| 102 E. 9th St. bet. 2nd & 3rd Aves. 212-226-2211 | |

| East Village | Carry-Ya |
|---|----------|
| The longer and prettier the noodles, the better! Carry-Ya's Japanese-style ramen, udon, tonkotsu, tonkatsu, and rice noodles, ramen, and dumplings make up their menu. Don't let friends think you eat here for free 214 E. 9th St. bet. 2nd & 3rd Aves. 212-620-8710 www.carryya.com | |
| Eat'n Village | Dinner |
| A regional restaurant that specializes in dishes from various areas of Mexico. Try these signature items: Pescado Frito (fish fried au gratin), Guacamole (made of chts, onions, jalapeños, cilantro, lime juice, and 25% less fat), and 40 Mexican dishes. Their signature margarita is made with tequila, lime juice, and orange juice. | |

| East Village | GG Restaurant |
|---|---------------|
| 1995 Madison Ave. bet. 86th & 87th Sts. 212-224-0203 | |

| East Village | Gyo-Kaku |
|---|----------|
| 260 Cooper St. bet. 9th & 10th Sts. 212-226-0299 | |

| East Village | Hauski |
|---|--------|
| 504 E. 9th St. bet. 2nd & 3rd Aves. 212-223-8831 | |

| East Village | IMPRESS NY |
|---|------------|
| 40-41 New York Ave. bet. 8th & 9th Sts. 212-226-7211 | |

| East Village | Japanesse |
|---|-----------|
| 108 Greenwich St. bet. 12th & 13th Sts. 212-226-7211 | |

| East Village | JEWEL BAKERY |
|---|--------------|
| 204 E. 9th St. bet. 2nd & 3rd Aves. 212-226-0277 | |

| East Village | Karen's House |
|---|---------------|
| 207 E. 9th St. bet. 1st & 2nd Aves. 212-226-0099 | |

| East Village | Karen Doo |
|--|-----------|
| 306 Avenue A bet. 15th & 15th Sts. 212-471-0066 | |

| East Village | KASADELA |
|---|----------|
| 207 E. 9th St. bet. 2nd & 3rd Aves. 212-226-0211 | |

| East Village | Koko Ya |
|---|---------|
| 203-205 E. 9th St. bet. 2nd & 3rd Aves. 212-226-4202 | |

| East Village | Mac Chesa Ramen |
|---|-----------------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Mary's Place South |
|---|--------------------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Meatball Tex |
|---|--------------|
| 192 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | MIMCA |
|---|-------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Natsu |
|---|-------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-3771 | |

| East Village | Nudie's Cafe Japa |
|---|-------------------|
| 190 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | OB |
|---|----|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | OB8 Trache |
|---|------------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Ooba |
|---|------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Obi Obi Kaku |
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| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Obi Obi Kaku |
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| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

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| East Village | Obi Obi Kaku |
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| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-4202 | |

| East Village | Sabu Sabu |
|---|-----------|
| 191 E. 9th St. bet. 1st & 2nd Aves. 212-226-3771 | |

Coming up... what's new?
Check the place below after
"business" hours. It's a great
place to have a drink or a bite
of food.

"GENKI DESU KA"

Attention!
All Beef Lovers!

Try Our Healthy Shabu-Shabu

• Beef (\$45 for 2)

• Wagyu Beef (\$70 for 2)

• All You Can Eat Shabu-Shabu
(\$45 for 2)

191 E. 9th St. bet. 1st & 2nd Aves.
212-226-4202
www.genkidesu.com

SHOCHUSAR HATCHAN

Coming up... what's new?
Check the place below after
"business" hours. It's a great
place to have a drink or a bite
of food.

191 E. 9th St. bet. 1st & 2nd Aves.
212-226-4202
www.shochusarhatchan.com

OPEN 7 DAYS • 8:00 AM - 11:00 PM

www.shochusarhatchan.com

191 E. 9th St. bet. 1st & 2nd Aves.
212-226-4202

www.shochusarhatchan.com

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| East Village | Sake Bar Saito |
| 201 E 8th St, bet. 2nd & 3rd Ave | \$20-\$35 |
| 212-411-4883 | |

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|-----------------------------------|--------------|
| East Village | Sapporo Brew |
| 140 E 10th St, bet. 2nd & 3rd Ave | \$10-\$15 |
| 212-477-0000 | |

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| East Village | Shabu-Tsutsu |
| 2nd & 3rd Aves, bet. 6th & 8th Sts | \$20-\$30 |
| 212-477-2823 | |

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| East Village | Sakébishi |
| Japanese-style izakaya featuring modern Japanese food and their country-style serving system | |
| 1000 Avenue of the Americas, bet. 42nd & 43rd Sts | \$20-\$30 |
| 212-580-1000 | |
| www.sakebishi.com | |

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|---|-------------------|
| East Village | Saltgrass |
| Making whole-grain rice the basis for its rice bowls, this innovative restaurant offers healthy meal options like brown rice salads, Asian-style soups and dressings. It's open monday through saturday from 11 a.m. to 9 p.m. | |
| 201 E 8th St, bet. 2nd & 3rd Ave | \$20-\$30 |
| 212-960-8000 | www.saltgrass.com |

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|----------------------------------|--------------------|
| East Village | Souce East Village |
| 201 E 8th St, bet. 2nd & 3rd Ave | \$10-\$15 |
| 212-960-1936 | |

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|---|-----------------|
| East Village | Souce Roosevelt |
| 100 E 20th St, bet. Roosevelt & 2nd Ave | \$10-\$15 |
| 212-620-7336 | |

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|---|-----------------------|
| East Village | Sushi Ariyoshi |
| Serving Japanese cuisine that isn't afraid to be creative, this innovative eatery offers Sushi Rolls and Sashimi, as well as soups, salads and rice bowls. The menu also includes a range of specialty drinks. <i>(www.sushiarayoshi.com)</i> | |
| 177 2d Avenue, bet. 8th & 9th Aves | \$10-\$15 |
| 212-620-8770 | www.sushiarayoshi.com |

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| East Village | Tekkebachi East Village |
| 194 Ave A, between 8th & 21st Streets | \$20-\$35 |

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| East Village | Tengoya Bay |
| 201 E 8th St, bet. 2nd & 3rd Ave | \$10-\$15 |
| 212-960-1100 | |

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| East Village | Tokkatsu |
| 100 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$30 |

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| East Village | Under West |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$10-\$15 |

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| East Village | Umamico |
| Umami rice is the foundation of this restaurant's menu, which also includes soups, salads and stir-fries. All authentic Japanese New American dishes are served in the restaurant's bright, modern space. <i>(www.umamico.com)</i> | |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$10-\$15 |
| 212-960-1112 | www.umamico.com |

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|---------------------------------|-----------------|
| East Village | Village Pinchos |
| 212-960-2219, bet. 2d & 3rd Sts | \$20-\$35 |

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|-----------------------------------|----------------|
| East Village | Yakitori Wurst |
| 201 E 8th St, bet. 2nd & 3rd Aves | \$20-\$35 |

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| East Village | Yakiniku Teisha |
| 16 E 10th St, bet. 2nd & 3rd Aves | \$20-\$35 |

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| East Village | Yakuza Sushi |
| 191 Ave A, bet. 1st & 2nd Sts | \$10-\$15 |

Lower Manhattan

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|---------------------------|---------------|
| Lower Manhattan | Bento Nouveau |
| 120 Broadhurst Street, St | \$20-\$35 |

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|--------------------------------|---------------|
| Lower Manhattan | Bento Nouveau |
| 201 Avenue of the Americas, St | \$20-\$35 |

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| Lower Manhattan | Cafe 43 |
| 102 Avenue of the Americas, bet. 43rd & 44th Sts | \$20-\$35 |

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|--------------------------------|-----------------------|
| Lower Manhattan | EM Japanese Brasserie |
| 100 Avenue of the Americas, St | \$40-\$50 |

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|---|---------------|
| Lower Manhattan | Grocerie East |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Hank's Place |
| 201 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Koppe |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Koppe Sushi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Kosha |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle Sushi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle Tapas |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle Tapas & Sushi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle Tapas & Sushi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Le Grelle Tapas & Sushi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Say |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Sento Aoyagi |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Sento Soba |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Teishoku Tokei |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Teishoku Tokei |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Teishoku Tokei |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

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| Lower Manhattan | Teishoku Tokei |
| 101 Avenue of the Americas, bet. 2nd & 3rd Aves | \$20-\$35 |

| Long Island | | | | | | |
|--------------|----------------------------|---|-------------|--|--|--|
| Long Island | Akers | | | | | |
| Long Island | Mexican Deli | 2801 Merrick Rd Merrick NY 11560 516-935-0009 | \$20-\$40 L | | | |
| Long Island | Bananas | 215 N Avenue Ave Merrick NY 11560 516-927-9100 | \$20-\$40 L | | | |
| Long Island | Breadbox | | | | | |
| Long Island | Cakehouse | 550 Madison Avenue Roslyn NY 11576 516-421-1000 | \$20-\$40 L | | | |
| Long Island | Busters | 100-200 W 2nd Street, NY 11510 516-924-0000 | \$20-\$40 L | | | |
| Long Island | Izumi Japanese Steak House | 1-300 W 5th Street, NY 11510 516-923-0100 | \$20-\$40 L | | | |
| Long Island | Italia | | | | | |
| Long Island | Japon | 279 Avenue 15th Street Elmont NY 11003 516-424-4000 | \$20-\$40 L | | | |
| Long Island | Karen Restaurant | 2840 Merrick Rd Merrick NY 11560 516-924-0000 | \$20-\$40 L | | | |
| Long Island | Kasa | 104 Remsen Ave, Long Beach NY 11561 516-223-0000 | \$20-\$40 L | | | |
| Long Island | Kasten | | | | | |
| Long Island | Katzenbach | 101 New York Avenue Roslyn NY 11576 516-423-0000 | \$20-\$40 L | | | |
| Long Island | Katzenbach | 170 Franklin Street Roslyn NY 11576 516-423-0000 | \$20-\$40 L | | | |
| Long Island | Maison Restaurant | 200 Avenue 15th Street Bay Shore NY 11703 516-224-0000 | \$20-\$40 L | | | |
| Long Island | Magnificus | | | | | |
| Long Island | Rock-n-Salsa Parte Viva | 100-200 W 2nd Street, NY 11510 516-924-0000 | \$20-\$40 L | | | |
| Long Island | Sapporo | 2801 Merrick Rd Merrick NY 11560 516-924-0000 | \$20-\$40 L | | | |
| Long Island | Sea Restaurant | 200-300 W 2nd Street Bay Shore NY 11703 516-224-0000 | \$20-\$40 L | | | |
| Long Island | Shins of Japan | 401 Old County Rd East Patchogue NY 11774 516-223-4700 | \$20-\$40 L | | | |
| Long Island | SUSHI ICHI | | | | | |
| Long Island | TOKU Restaurant | 102-104 Bleecker St Soho NY 10012 516-424-4115 | \$20-\$40 L | | | |
| Long Island | Toko Sushi | 101-103 Avenue Ave Melville NY 11747 516-424-0000 | \$20-\$40 L | | | |
| Long Island | Yakiniku Yamaiguchi | | | | | |
| Long Island | Akira Sushi Lounge | 9 W 2nd Street, Roslyn NY 11576 516-424-0000 | \$20-\$40 L | | | |
| Long Island | Agave | 195 West 2nd Street Melville NY 11747 516-221-2000 | \$20-\$40 L | | | |
| Long Island | Alba Sushi | 401-403 W 2nd Street Patchogue NY 11774 516-223-0000 | \$20-\$40 L | | | |
| The Bronx | | | | | | |
| The Bronx | GHANA | | | | | |
| The Bronx | John's Ultra Restaurant | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| The Bronx | Korean | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| The Bronx | Le Gourmet | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| The Bronx | Shabu Shabu | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| Westchester | | | | | | |
| White Plains | Aladdin | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| White Plains | Asian | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| White Plains | Chinese | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| White Plains | Japanese | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| White Plains | Latin American | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| White Plains | Peruvian | 101 Baldwin Ave White Plains NY 10606 914-681-3000 | \$20-\$40 L | | | |
| The Bronx | | | | | | |
| Bronx Jersey | Arabi Japanese | 1019 Bronx Blvd Astoria NY 11102 718-361-0000 | \$20-\$40 L | | | |
| Bronx Jersey | Dimsum | 805 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| Bronx Jersey | Hijo Estana | 2004 Laemmle Ave Astoria NY 11102 718-361-0000 | \$20-\$40 L | | | |
| Bronx Jersey | John Ultra Restaurant | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| Bronx Jersey | Korean | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
| Bronx Jersey | Shabu Shabu | 204 Morris Ave Bronx NY 10461 718-665-2200 | \$20-\$40 L | | | |
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Melodyland Karaoke Top Teams
304-306 E. 14th St. (bet. 1st & 2nd Ave.) 800-212-7887
212-788-0700

Karen's Town Chorus Karaoke
25-47 30th St. (bet. 3rd Ave. & Roosevelt) 800-212-7887
212-883-2084

Karen's Town Giggity Karaoke
28-19 30th St. (bet. 2nd Ave. & Roosevelt) 800-212-7887
212-883-1053

Karen's Town Giggity Karaoke
28-19 30th St. (bet. 2nd Ave. & Roosevelt) 800-212-7887
212-883-1111

Karen's Town Jiggle Karaoke
28-19 30th St. (bet. 2nd Ave. & Roosevelt) 800-212-7887
212-883-1061

Karen's Town Karaoke Queen
28-19 30th St. (bet. 2nd Ave. & Roosevelt) 800-212-7887
212-883-1061

Karen's Town KK
11 W. 30th St. (bet. 5th Ave. & Roosevelt) 800-212-7887
212-883-2028

Baren's Bar Radio Star Karaoke
349-350 2d Ave. (bet. 5th & 6th Aves.) 800-212-7887
212-883-2508

Karen's Town Total Music Studio
28-19 30th St. (bet. 2nd & Roosevelt) 800-212-7887
212-883-0444

Cheeky Karaoke One 7


They offer the 100% original songs written in 10 different languages and featuring one-of-a-kind karaoke. They have a large stage, a great sound system, and a full stage lighting rig. A variety of international artists from all over the world perform songs and half price during Happy Hour (5pm-7pm) Large 100+ screen and HD video monitoring. Open 7 days from Sunday to Wednesday. Mon-Friday: 7:30pm-11pm, Saturday: 7pm-1am. 20 W. 30th St. (bet. 2nd & 3rd Aves.) 800-212-7887
212-883-1067 www.cheekykaraoke.com

White Village Apple Restaurant
17 W. 30th St. (bet. 5th & 6th Aves.) 800-212-7887
212-883-0700

White Village Karaoke Cove
101-103 St. John University N. & 6th Ave. 800-212-7887
212-883-0700

Cheeky Village Planet Rose
291 W. 46th St. (bet. 10th & 11th Aves.) 800-212-7887
212-883-0828

Cheeky Village Second on Second
212-242 Ave. (bet. 13th & 14th) 800-212-7887
212-423-2512

Cheeky Village Sing Sing (Ave. A)

Karaoke, singing, dancing, and more! Sing along with our international music library. Sing along with our karaoke and TA provide lyrics for karaoke. It is a party place for a night out. Long-term rooms are available through 2010!
11 W. 30th St. (bet. 2nd & 3rd Aves.) 800-212-7887
212-883-2508 www.singingsing.com

Cheeky Village UU Karaoke Lounge
101-103 Madison Ave. (bet. 6th & 7th Aves.) 800-212-7887
212-258-4200

Cheeky Village Sing Sing (St. Marks)

Dance only located on St. Marks Street in the heart of the East Village. Sing Sing is Karaoke lounge with 80 screens. Dance, Photo booth, karaoke, a regular open mic, birthday parties, and more! Open 7 days a week. 20 W. 30th St. (bet. 2nd & 3rd Aves.) 800-212-7887
212-883-2508 www.singingsing.com

Louise's Kitchen Asia Room
101-103 Madison St. (bet. 6th & 7th Aves.) 800-212-7887
212-258-4200

Louise's Kitchen Big Karaoke Bar
17 W. 30th St. (bet. 4th & 5th Aves.) 800-212-7887
212-883-0700

Louise's Kitchen Motel Karaoke Lounge
101-103 Madison St. (bet. 6th & 7th Aves.) 800-212-7887
212-883-0700

Brooklyn 100 Free
100 W. 30th St. (bet. 5th & 6th Aves.) 800-212-7887
212-883-0700



100-100 songs in 13-40s and 1000+ songs in 40s-80s. 2000+ English songs, karaoke, and more! Our first location will be in the U.S. This facility will be much larger than most of the high-revenue karaoke bars. It features many unique and original designs. 100+ screens, 100+ booths, and more! The interior design is unique. Cheeky Village will also feature 100+ screens in its new bar. Open 7 days a week. 12-14 W. 30th St. (bet. 5th & 6th Aves.) 800-212-7887
212-883-0700 www.brooklyn100free.com

Answer our monthly survey & receive a pair tickets for a concert at Carnegie Hall! (1 ticket)

Enter before December 8th

Chopsticks NY® would like to get as much feedback from readers as possible. Please tell us what you think about Chopsticks NY® by answering the following questions.

PRIZE OF THE MONTH

CARNEGIE HALL PRESENTS SETH KLEIN
December 10th, 2010 at 8pm. Sett Klein performs one of his signature works with one of Japan's finest ensembles, as named by classical-music tastemaker Gramophone. This month, 4 lucky entrants in this survey will receive a pair tickets to a performance.



Q1 Please tell us the title of the article that you feel most interesting and why.

1st:

Why I Like it:

Q2 Please tell us which interview in Chopsticks NY® you have found most and actually took advantage of (Please specify the name of the service you used). (e.g. I went to Chopsticks Restaurant and ate the Special Review in that ad.)

Please share your personal information with us.

Name:

Age: 24 & below 25-34 35-44
 45-54 55-64 65 & over

Gender: Male Female

Occupation/Employment:

Other (Indigenous background):
 Asian Japanese Mixed American/Asian
 Hispanic Native American Caucasian Other

Email address:

Three Ways to Answer the Survey

① Go to www.chopsticksnyc.com/survey.php

② Email to survey@chopsticksnyc.com

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Other Asian Restaurant Guide

- \$25 Average price for dinner service and a drink (not included)**
- Open Now Available
 - Open Late
 - Delivery
 - Delivery Only
 - Home Delivery
 - Takeout Only
 - Vegan Friendly
 - Kosher Certified
 - Gluten-Free Available
 - www.chopsticksny.com

CHINESE

| Location | Address | Phone | Cuisine |
|--------------|---|----------------|---------|
| Midtown West | Central Kit 101 Columbus Ave (bet. 59th & 60th Sts.) | (212) 549-0006 | CHINESE |

| Upper East | Ivy's Cafe | Phone | Cuisine |
|------------|--|----------------|---------|
| Upper East | 160 E. 81st St (between 2nd & 3rd Aves.) | (212) 750-0000 | CHINESE |

| Lower East | Ollie's | Phone | Cuisine |
|------------|--|----------------|---------|
| Lower East | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown East | ABC Chinese Restaurant | Phone | Cuisine |
|--------------|---------------------------------------|----------------|---------|
| Midtown East | 205 E. 42nd St (bet. 5th & 6th Aves.) | (212) 989-0000 | CHINESE |

| Upper West | Shun Lee West | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper West | 104 W. 72nd St (bet. 5th & 6th Aves.) | (212) 505-0020 | CHINESE |

| Upper East | Cafe Evergreen | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 196 E. 81st St (bet. 5th & 6th Aves.) | (212) 744-3200 | CHINESE |

| Upper East | Qing He's | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 199 E. 81st St (bet. 5th & 6th Aves.) | (212) 744-0004 | CHINESE |

| Lower East | Christine's Eat | Phone | Cuisine |
|------------|--------------------------------------|----------------|---------|
| Lower East | 195 E. 8th St (bet. 2nd & 3rd Aves.) | (212) 222-0000 | CHINESE |

| Upper East | Lili's Noodle & Bar | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 100 E. 81st St (bet. 5th & 6th Aves.) | (212) 549-0029 | CHINESE |

| Upper East | Bon Place Chinese | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 100 E. 81st St (bet. 5th & 6th Aves.) | (212) 549-0029 | CHINESE |

| Upper East | Philly | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 100 E. 81st St (bet. 5th & 6th Aves.) | (212) 549-0029 | CHINESE |

| Upper East | Phoenix Garden | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 100 E. 81st St (bet. 5th & 6th Aves.) | (212) 549-0029 | CHINESE |

| Upper East | Pig Heaven | Phone | Cuisine |
|------------|---------------------------------------|----------------|---------|
| Upper East | 196 E. 81st St (bet. 5th & 6th Aves.) | (212) 549-0029 | CHINESE |

| Lower East | Shanghai Pavilion | Phone | Cuisine |
|------------|--------------------------------------|----------------|---------|
| Lower East | 194 E. 8th St (bet. 2nd & 3rd Aves.) | (212) 222-0000 | CHINESE |

| Lower East | Szechuan Doctor | Phone | Cuisine |
|------------|--------------------------------------|----------------|---------|
| Lower East | 183 E. 8th St (bet. 2nd & 3rd Aves.) | (212) 222-0000 | CHINESE |

| Midtown East | Chin Grill | Phone | Cuisine |
|--------------|---------------------------------------|----------------|---------|
| Midtown East | 190 E. 42nd St (bet. 5th & 6th Aves.) | (212) 989-0000 | CHINESE |

| Midtown East | Jade Shanghai | Phone | Cuisine |
|--------------|---------------------------------------|----------------|---------|
| Midtown East | 194 E. 42nd St (bet. 5th & 6th Aves.) | (212) 989-0000 | CHINESE |

| Midtown West | Ollie's | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Red Peony Times Sq | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Tang's Pavilion | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
|--------------|--|----------------|---------|
| Midtown West | 197 W. Houston St (bet. 2nd & 3rd Aves.) | (212) 250-0004 | CHINESE |

| Midtown West | Wa Liang Yu | Phone | Cuisine |
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| Lower Manhattan | Woo Lai Gok |
|---|-----------------------|
| 199 Mercer St. (bet. 8th & 9th Ave.) | \$20 L |
| 210-212-4200 | |
| Bronx | Bakels |
| 165 Sound Ave. (bet. Bronx & Webster Ave.) | \$20 L |
| 212-304-0400 | |
| Westchester | Kat's House |
| 209 Central Ave., White Plains, NY 10601 | \$20 L |
| 212-472-0252 | |
| 750 W. 26th St. | Pan-Asian |
| 122 Avenue of the Americas, NYC 10019 | \$20 L |
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| Upper East Side | Sala Thai |
| 1108 Park Ave. (bet. 70th & 71st Sts.) | \$20 L |
| 212-531-0301 | |
| Upper East Side | Space |
| 101-124 Ave. (bet. 70th & 71st Sts.) | \$20 L |
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| Upper East Side | Wong Ping |
| 1000 Park Ave. (bet. 70th & 71st Sts.) | \$20 L |
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| 550 9th Ave. (bet. 48th & 49th Sts.) | \$20 L |
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| 900 9th Ave. (bet. 51st & 52nd Sts.) | \$20 L |
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| Midtown West | Blaa Chik |
| 250 W. 51st St. (bet. Broadway & 5th Ave.) | \$20 L |
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| 987 Madison Ave. (bet. 64th & 65th Sts.) | \$20 L |
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| Midtown West | Chai House Kitchen |
| 1888 Broadway (bet. 56th & 57th Sts.) | \$20 L |
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| 100 W. 57th St. (bet. 5th & 6th Ave.) | \$20 L |
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| 200 Madison Ave. (bet. Broadway & 5th Ave.) | \$20 L |
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| Midtown West | 82 Thai |
|--|-----------------------|
| 387 Madison Ave. (bet. 5th & 6th Sts.) | \$20 L |
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| 680 Madison Ave. (bet. 40th & 41st Sts.) | \$20 L |
| 212-932-0000 | |
| Midtown West | Yum Yum Bangkok |
| 902 Madison Ave. (bet. 50th & 51st Sts.) | \$20 L |
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| Midtown West | Yum Yum Tea |
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| Midtown East | Talented Thai Kitchen |
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| Chelsea | Japa Thai |
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| Chelsea | March |
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Sakai Knives: The Ultimate Tool For The Ultimate Chefs

The astonishing Japanese knife handling techniques gave rise to the exquisitely intricate traditional Japanese food. It all began with extraordinary knives.

For their on-going efforts to promote the culinary tradition of Japan in the U.S., Gohan Society, in cooperation with Sakai city, hosted an event on November 20th at the French Culinary Institute, which brought the most renowned Japanese knife sharpener, makers, and users to demonstrate the quality of knives from Sakai city. The event was a two-hour lecture combined with demonstrations from guests that included Mr. Shozaro Nomura, a master of traditional crafts and an official living treasure, Mr. Yosahiro Hirakawa, a master of Japanese traditional crafts and VP of Sakai Horuno Commerce and Industry Joint Association, and Chef Toshi Suzuki, a master of Japanese cuisine and owner of Sushi Zen.

The event opened by explaining that the history of knife making in Sakai goes back to the 16th Century to a tobacco knife.

In sharpness and remarkable quality of craftsmanship, compared to that of imported ones as well as other brands, soon gained an exclusive status in the Tokugawa Shogunate. Being only 40 miles from Kyoto, it was also a major influence on the Kyoto-style cuisine and they still are the most relied upon knives by all the top traditional Japanese chefs after 400 years. To explain how to maintain a great quality knife, Mr. Nomura gave a knife sharpening demonstration. Ms. Hirakawa then followed to show how the Sakai mark is hammered into the final product.

The event finished with a bang when Chef Suzuki showed off some of his amazing techniques and what a master Japanese chef can actually do with Sakai knives. He began filleting kohada, jackfish, and then a fluke using different knives, then cut various vegetables into edible ornaments, leaving the audi-

ence in awe. He closed the event with the comment, "Japanese cooking is about how well one can use his ingredients to their full-star potential. It's not about seasoning, but about how well you use the knife to get the best out of the ingredient".

After two hours, many attendees were enthralled with what they'd seen. Although the art of knife sharpening and knife making maybe the remains of old glories, such positive reactions from young culinary students in the U.S. gives us new hope that the art will endure around for generations to come.

Time Line



▲ Mr. Hirakawa, a master craftsman from Sakai City, explains the history and development of the renowned knife. The production of knives in Sakai dates back to the 16th Century.



▼ Here Mr. Hirakawa demonstrated a process of knife making. Unlike western knives, Japanese knives are usually single-edged, meaning a blade angled only on one side.



▲ Master chef Toshi Suzuki of Sushi Zen exhibited amazing techniques, cutting and slicing fish and making paper-thin slices inside sashimi-making using a knife made in Sakai City.



▼ Chef Suzuki used different knives to slice different kinds of fish and cut vegetables. The key here is to use the knife that gets best out of the ingredient.

Let's Eat the Season

-Scallops & Yuzu-

Japanese people are crazy about seafood and know exactly how to enjoy it. These days, scallops are available year round, but Misaki-sensei adds a seasonal fruit, yuzu (a Japanese citrus), to make the dish of the month, Scallops Ceviche with Yuzu, and produce a wintery flavor. Yuzu has a unique bitterness and refreshing aroma that is instantly uplifting. Instead of squeezing fresh yuzu, which is not easily found here in New York, she uses bottled yuzu juice. The dish is also garnished with

1. Chestnut-colored dressing of red (red radish and red onion) and green (jalapeño), making it a perfect dish for the holidays. Her recipe conveniently skips the marinating step to save time. No heating is necessary, so just assemble the prepared ingredients to serve a gorgeous dish. If you would like to have a little more spiciness, add more jalapeño peppers.

Scallop Ceviche with Yuzu



[INGREDIENTS] (Serves 2)

- 3 large fresh scallops
- 1 red radish, finely chopped
- 2 tbsp finely chopped red onion
- 2 tbsp finely chopped jalapeño pepper
- 1 tbsp rice vinegar 2 tbsp yuzu juice*
- ½ tsp salt Pinch of black pepper
- 5 shiso leaves to garnish

*Fresh yuzu is available only during the winter, but bottled yuzu juice can be purchased at any Japanese grocery store all year round.

[DIRECTIONS]

1. Put the radish, red onion, jalapeño pepper, rice vinegar, yuzu juice, salt, and pepper in a mixing bowl and mix well to make the dressing.



2. Slice each scallop into 4 pieces.



3. Place scallops and put dressing on each piece.



4. Shred shiso leaves and sprinkle on scallops.

Type: You can use either French scallops, such as east-coast scallops, scallops, or abalone, instead of scallops. Add more or less jalapeño according to your taste. Served with rice, this dish is perfect for the holiday season!



MISAKI SASSA, Japanese cooking instructor/food consultant

Misaki teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.

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Temari-zushi (Makes 24 pieces)

- 3 cups uncooked rice
- 1/4 cup pickled radish
- 2 tablespoons Kikkoman Seasoned Rice Vinegar
- 1/4 cup sugar (optional)
- Wasabi for garnish
- Kombu sprouts for garnish

Cut pickled radish into 2-inch-square pieces (about 12 pieces).

Combine cooked rice (hot) and Kikkoman Seasoned Rice Vinegar to make sushi rice.

Place 1-1/2 tablespoons sushi rice on plastic wrap. Wrap rice to make ball shape and pull plastic wrap tightly around rice ball.

Unwrap and just consider salmon on top, put a little wasabi on the salmon and place kewpie on the wasabi.

Make another ball and garnish with wasabi and kewpie.



The resulting maki (temari-zushi).
Seasoned vinegar creates great
proportioned taste. You don't
have to mix the vinegar and
sugar yourself, allowing you
to just worry about arranging
the colorful toppings inside.

WWW.KIKKOMANUSA.COM

The recipe courtesy of Dennis Kusaba (www.greenliving.org).

SPREADING THE KINDNESS OF NOTO

KAZUMA SAKE BREWERY CO.



Located in the town of Noto, Ishikawa Prefecture, is the legendary Kazuma Sake Brewery. The history of Kazuma can be traced to the Edo period when it produced soy sauce and miso. Eventually the brewers realized that the water they were using was perfect for sake, and they have brewed it ever since. The proximity of Noto to the sea encouraged brewers to develop sake that would be best paired with seafood, which was plentiful in the region.

Historically, during the harsh winters in Noto, many parts of the countryside were closed due to

snow fall. This forced many laborers to travel to other parts of Japan in search of seasonal work, and the seasonal workers of Noto became known for their diligence, patience, and kindness. The "kindness" of the workers of Noto is an important part of the company's philosophy today, embodied by the motto "Spreading the kindness of Noto".

Today Kazuma achieves the highest quality in its products through careful attention to the raw ingredients. Local farmers under exclusive contracts supply three different varieties of rice for the sake as

well as umi (plum), yuzu (citrus fruit) and blueberries for liqueurs and soybeans for soy sauce. Additionally, 100% of the rice used to make the sake is milled or "polished" in-house at Kazuma. The in-house milling allows Kazuma to insure that the polished rice has the specific qualities required for fermenting various kinds of sake.

Kazuma produces a number of sakes as well as sweet liqueurs such as umeshu (plum wine) and yuzumai (citrus wine) and shoya (soy sauce). However the famous Chōshū or "bamboo blade" junmai sake is currently the only Kazuma product available in the U.S. It has an elegant dryness and is the perfect pairing for scallops and such dishes. Served cold, it has a sharp edge that cuts across the palate, making it the ideal choice for white fish sushi and ceviche. To bring out its mild and full-bodied flavor, try it warm; its soft entry will go delightfully with grilled fish. No matter how you drink it, you will enjoy the flavor and appreciate the attention to high quality ingredients. So pick up a bottle of Chōshū junmai sake from Kazuma Sake Brewery and experience the kindness of Noto.

Kazuma Sake Brewery Co., Ltd.

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Hosogun, Ishikawa,
JAPAN 927-8233
TEL +81-768-82-1200
www.kazuma.co.jp



THREE THINGS YOU SHOULD KNOW ABOUT KAZUMA SAKE BREWERY

Kazuma is one of few breweries in Japan that still use "sao-saku". They hire indomitable master米 (rice) brewers who not only manage the polishing to octopus companies and leave little margin or overhead from the process. In fact, Kazuma is known to sometimes control over three "semen" (polished rice). Only the finest rice is selected to undergo polishing and polishing times are carefully adjusted in order to craft some of the perfectly round brewing rice.



The clear signature identifies Kazuma products are spiced locally by farmers and the indomitable brewers. Three varieties of sake rice are hand-selected from farmers, Gohyakumangoku from Niigata City and the Niigata region, and Mokubanmai, as well as two types of barley for liqueurs are all produced by local farmers. The attention to the brewing details is rewarded by the motto "Brewing rice starts with washing rice".



Kazuma offers customers a chance to experience the brewing process. The program called "BY SAO" allows consumers to participate in all aspects of the sake brewing process, from planting and harvesting rice to fermenting sake. Kazuma even introduces the century-old "special许可证" (special license).



Gasanryyu 袋山流

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Karako (Yamazaki)

Ura-Gasanryyu
Puraku (Junmai Ni-Hon)

Gasanryyu
Kizunoya (Junmai Daiginjo)
Nigori

Gasanryyu
Dekigentei
(Junmai Daiginjo)
Nigori

Sendo Sake Brewery Co., Ltd. www.sakaw.com/main.html
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NIHONJO

JUNMAI GINJO

My name is Daisuke Fukumoto, and I am proud to present Nihonjo Godouju (Junmai). Yoshinawa Hideto System is located in Miyazawa Prefecture, known for its world heritage site, Kumano Kodo. Since ancient times, gods are said to reside in this region, and it is a popular tourist destination for its many power spots today. Brewed with the pure water of Miyazawa and locally harvested rice, Nihonjo Godouju Junmai is a blessed sake that will invigorate you with pure energy. Enjoy it with sashimi or sushi while you envision the beautiful scenery of Japan.

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The Buzz Around Shochu On the Rise

For years now, the popularity of the traditional Japanese beverage, shochu, has been on the rise in America, slowly but surely. One liquor store on the Upper East Side, Master Wright Wines and Spirits, has been a first-hand witness to this recent boom in the liquor industry. Ms. Akiko Goto, spirits manager at the store, gave us her take on one of their new additions in sweet potato shochu, Kuromatsu.

How is Kuromatsu selling in your store?

We've been carrying it for about six months now, and it's doing very very well. I think it's because it's such an easy shochu to drink. It's not overpowering, and it's great for people who are just getting into shochu. A lot of females, I think, like this drink because of its smoothness to drink, but it suits equally to men as well. Until recently, potato shochu used to have this really strong smell, but the potato shochus today, like Kuromatsu, do not. It's a lot cleaner. But I think most people here are not familiar with the older style of shochu anyway, so they find potato shochu very palatable, right from the start.

What are your customers saying about Kuromatsu?

They like it because it's very clean with a light hint of sweet potato, it has a slight fruitiness and is very easy to drink, and it's very drinkable.

What would you pair Kuromatsu with?

I would pair it with some Thai cuisine or other spicy Asian cuisine because I think the lightness and the fruitiness of the Kuromatsu would go very well with it. But this is a drink that's great before, during, or after dinner. It's very versatile. For me, I would say the best way to enjoy it is probably on-the-rocks because you want toavor that lightness and cleanliness by itself.

Who are the customers that tend to buy shochu?

Well, it used to be mostly Japanese customers, but now shochu in general is definitely starting to catch on among non-Japanese folks too, with all the Japanese restaurants in town, and also because there are a lot of people who have visited Japan and learned about it there. So it's definitely a growing market, as you can see by our selection here including a few barley, some carrots and even a potato and some rice. We have about 30 different varieties, so sales are definitely on the rise with shochu.

What do you think the appeal of shochu is in general?

Well, I say to my customers, it's like a Japanese Vodka but with a much lower alcohol content, so you can enjoy it without feeling rough the next day.

In Japan, shochu is known for its health benefits and as a healthier alternative to other alcoholic beverages. Does that play any role in its popularity here?

I don't think people are as health conscious when it comes to the choice of alcoholic beverages here yet, but now that I think about it, I think I will start mentioning its health benefits.



The style of shochu-making has changed dramatically over the years, and this affects the flavor of shochu. Especially sweet potato-based shochu distilled in the new method such as Kuromatsu, have become very clean, smooth, and easy to drink. Shochu's health benefits have also made shochu a dominant drink among the young health-conscious generation in Japan.



One of the most interesting things about shochu is its variety. At Master Wright Fine Wines & Spirits alone, there are over 30 varieties that include barley, sweet potato, carrots, and rice-based shochus.

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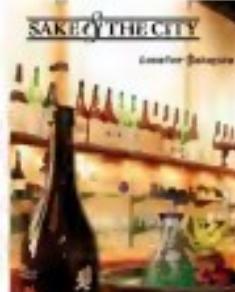
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By Michael Shatto, author
of *Saké: The Japanese Art of Beer*
Executive Officer of Sake Distributors, Inc.

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If you want to include more sake libations in your holiday menu this year, try your tasting menu this year's holiday season. With the right sake like Naniwa Hōjin's Nishimoto Junmai, that is especially great with flavorful dishes, you won't have to worry about beer. A small pour with your holiday menu. Naniwa Hōjin's Nishimoto Junmai can be sipped at room temperature, which makes it easy to add new ways to be creative with your sake presentation. Simply pouring the sake in a shochu rocks and serving it in a large glass can make it a perfect holiday beverage. Chilling the sake prior to pouring will also emphasize your sake's full flavor potential. For a different approach to how to best present your favorite sake, look to Nishimoto's Nishimoto Junmai when they have all sorts of sake cocktails, phizzies, and punchy, that cater to different occasions, temperatures, as well as circumstances of all the different flavors they bring.

KAGATOBI 加賀鳶

(from left) 鶴平大吟醸, 千日鶴, Senjichi-Karako / 鶴平大吟醸, 鶴平大吟醸, 鶴平吟醸, Junmai Daiginjo / 鶴平吟醸, Junmai Daiginjo
山廬純米, 鶴平大吟醸, Junmai Daiginjo / 鶴平純米, 鶴平純米, Junmai Daiginjo / 鶴平大吟醸, Junmai Daiginjo



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What is SHOCHU? What is iichiko?

What is SHOCHU?

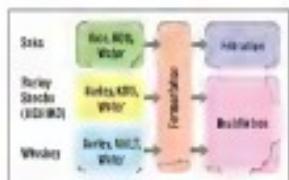
Shochu is a spirit that is so close to Japanese people's daily lives that they often enjoy it at saloons, restaurants and even at home. One kind of shochu, "honkaku shochu" (authentic shochu) typified by iichiko, is distilled in a pot-still stiller and made by mixing base ingredients such as rice, barley, sweet potato and buckwheat with "koji" (steamed grain on which kojiyon [special mold] is cultivated), an ingredient unique to the Japanese brewing technique, adding yeast to the mixture, fermenting it and distilling it. Accordingly,

honkaku shochu has a characteristic aroma that comes from its base ingredients. Shochu is obtained through a different process from whiskey and sake as shown in the diagram on the left.

What is iICHIKO?



The word "iichiko" means "It's good" in a dialect spoken in Ueda-city, Nagano, Japan, one home of iichiko. The shochu is so popular among Japanese people that there is no one who doesn't know about it. iichiko is made with heart from carefully selected barley and pure groundwater with the philosophy of "Quality First." With a refreshing, fruity aroma and a full-bodied flavor, it can be enjoyed in any drinking style and complements the flavors of dishes as well. When drinking sake, Japanese often change styles such as chilling or warming according to the season, but iichiko is more versatile than sake because people not only change their drinking styles



iichiko SILHOUETTE



This well-known iichiko has been the standard of the brand since 1980. Convenient drinking styles like hot sake (shochu and cold water) and oyukan (shochu and hot water) are recommended. Alcohol content 25%.

iichiko SEIRIN



This blend was specially created exclusively for American consumers. It's a new-style iichiko that boasts light flavor. Alcohol content 20%.



iichiko KUROBIN

Various of processed shochus are blended to create its rich flavor. Its package is a unique, Japanese-style ceramic bottle. Alcohol content 25%.



iichiko FRASCO

This gives off a gorgeous aroma like fragrant citrus juice. It is the premium shochu among others in the lineup. Alcohol content 30%.



with the seasons but also with food pairings. This is one of the reasons for its popularity.

iichiko was first exported to the U.S. in February 1980, and it is considered to be the pioneer shochu. There was only one item when it was introduced in this country but the brand has expanded to 4 varieties today, one of which is a type exclusively blended for the American palate. Here we introduce the 4 types. So please enjoy the wonderful experience of drinking iichiko whether you are sampling it for the first time or a returning fan.

How to enjoy iichiko —Oyuwari—

Oyuwari is a Japanese drinking style during the cold season. On a cold winter night in New York, how about trying "Hot iichiko" instead of hot sake to warm you up? Here are the steps to making a hot iichiko.

(1) Cool the boiling water to about 10°C / 50°F.



(2) Pour the hot water into a glass.

(3) Slowly add the same amount of iichiko to the glass, allowing it to naturally mix with the water.



Distributed by
WINE OF JAPAN IMPORT, Inc.,
230 West Penway, Pompton Plains, NJ 07444
TEL: 973-625-6263
FAX: 973-625-6267
Email: sakewine@japanimport.com

Distilled and bottled by
SANKIWA Shochu Co., Ltd.,
<http://www.sankiwa-shochu.com>



Grocery & Sake Guide

For following is a list of stores where you can buy
Japanese food and liquor.

Coupons available at www.chopsticksny.com

GROCERY

MGM 3 Way & 150ds

350 Broadway (bet. W 14th St &
23rd Street) **New York City** **Japanes**

Mitsukoshi

325 E. 57th St. bet. 5th & 6th Aves. **New York City** **Japanes**

21-1 Kogenji Co., Inc.

244 F. Wacker Dr. (bet. 2nd & 3rd Aves.) **Chicago** **Japanes**

Minamoto

342 E. 57th St. bet. 5th & 6th Aves. **New York City** **Japanes**

Yogurt

342 E. 57th St. bet. 5th & 6th Aves. **New York City** **Japanes**

Mitsukoshi 3 Way & 150ds

200 E. 57th St. bet. 5th & 6th Aves. **New York City** **Korean**

Womapp

550 E. 57th St. bet. 5th & 6th Aves. **New York City** **Korean**

Japco Premium Sushi

550 E. 57th St. bet. 5th & 6th Aves. **New York City** **Korean**

J-AIS

550 E. 57th St. bet. 5th & 6th Aves. **New York City** **Japanes**

MGM E. Villages

100 E. 18th St. (bet. 3rd & 4th Aves.) **New York City** **Japanes**

Sakae Honten Astor Pl

4 Sherman Pl. bet. 18th & 19th Sts. bet. 1st & 2nd Aves. **New York City** **Japanes**

Pearl River Mart

471 Broadway (bet. Grand St. & Fulton St.) **New York City** **China**

Sakae Honten Soho

460 Hudson St. bet. Houston St. & W. 4th St. **New York City** **Japanes**

Tropic Mart

17 Anthony St. (bet. Avenue A & 2nd St.) **New York City** **Japanes**

Friendly Market

240 Hudson Avenue. **New York City** **Japanes**

B & Y Marketplace

1044 Amsterdam Avenue. **New York City** **Korean**

MGM Northern 150

18-40 Northern Blvd. Flushing, NY 11354 **Korean**

MGM Northern Blvd.

18-40 Northern Blvd. Flushing, NY 11354 **Korean**

MGM Osaka

500 E. 14th St. Flushing, NY 11354 **Korean**

M-M Williams Park

400 E. 14th St. Williamsburg, NY 11205 **Korean**

M-Mart Wholesale

16-12 Phoenix Ave. Flushing, NY 11354 **Korean**

Seikens-ya

7300 Astoria Blvd. Forest Hills, NY 11375 **Japanes**

M-Mart Great Neck

104-11 151st St. Great Neck, NY 11361 **Korean**

None-Japanese Foods

900 University Dr. Petaluma, CA 94952 **US/Canada**

M-Mart 150ds

104-11 151st St. Great Neck, NY 11361 **Korean**

Skin Myoga Do

471 Hudson St. bet. Houston St. & W. 4th St. **New York City** **Japanes**

M-Mart

3400 10th Avenue. **New York City** **Japanes**

BS Souleyard

11-12 20th Street. Flushing, NY 11354 **Japanes**

Ego Mart Sushi

814 Hayes Place #100 Petaluma, CA 94952 **US/Canada**

M-Y Marketplace

471 7th Avenue Flushing, NY 11354 **Korean**

Kum Sea Foods

321 Hudson Ave. Alvin Place, NY 10036 **Korean**

M-MX Market

318 Corporate Avenue, NY 10503 **Japanes**

Wokbar

261 Hudson St. bet. Houston St. & W. 4th St. **New York City** **Japanes**

Ariwa Market

107-10 Ariwa Ave. Japantown, NY 10025 **Korean**

Fuji Mart Cranbrook

1023 N. Central Expy. Cranbrook, MI 48316 **US/Canada**

J-Mart

30-George St. Newmarket, ON L3Y 2B2 **Canada**

Family Market NJ

401 Parker Ave. Westwood, NJ 07664 **US/Canada**

B & Y Marketplace

1400 W. 18th Street, Hoboken, NJ 07030 **Korean**

B & Y Marketplace

4227 W. Washington Ave. Englewood, NJ 07632 **Korean**

Plum Market

129-100 18th Street, Brooklyn, NY 11201 **Korean**

M-Mart Cherry Hill

129-100 18th Street, Brooklyn, NY 11201 **Korean**

M-Mart Edison

25-111 10th Street, Edison, NJ 08817 **Korean**

M-Mart Englewood

25-100 10th Street, Englewood, NJ 07632 **Korean**

M-Mart Jersey City

25-111 10th Street, Jersey City, NJ 07306 **Korean**

M-Mart Little Ferry

25-100 10th Street, Little Ferry, NJ 07643 **Korean**

M-Mart Rosedale

25-100 10th Street, Rosedale, NJ 07068 **Korean**

A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -

Vol. 36 "Heihachiro"

One of the many unique aspects of authentic Shochu is that it can be enjoyed at various temperatures, by cutting it with cold air or hot water. In particular, we recommend trying it at 40°F. Heihachiro, Shochu made with the traditional black soy, is served the Shochu and hot water 5 to 5 or 6 to 4 so that the alcohol content becomes 12 to 15%.

For the 100th Anniversary in the West Village, it became a popular place to enjoy Shochu. It's easily compared by its lively flavor. Besides the cocktails and complex accents while retaining the original flavor of Shochu. Of course, you can go wrong with soy sauce (please cut with hot water). The sweet and crisp accents matches perfectly with teriyaki and fatty meat.

-Hoyoku Hisamatsu-

Monde Selection

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2009 Grand Gold Medal

2010 Gold Medal

2008 Tasting - 1 Star

2008, 2007 STI - Gold Medal

Information

The place to drink "Heihachiro"
En Japanese Brasserie

435 Hudson Street

(between Leroy St. & Mott St.)

Tel: 212-667-9196

www.enjapanes Brasserie.com www.heihachiro.com

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www.sakelab.com

Translated by Watanabe-Japan Import, Inc.



Mitsumi Marketplace

| | |
|---|----------|
| 100 E 40th St, Deptor: NJ 07030 201-860-0111 | Japanese |
| 110 W 42nd St, Deptor: NJ 07030 201-470-0022 | Japanese |
| 200 E 42nd St, Deptor: NJ 07030 201-470-0022 | Mezze |

SAKE**Gotohno Wines & Liquors**

| | |
|--|---------------|
| 250 Lexington Ave, Ste 1000 N.Y.C. 10016 212-622-6700 | Sales/ Stocks |
| Henry Wine's | Sales/ Stocks |

Henry Wine's

| | |
|---|---------------|
| 252 Madison Ave, Ste 700 N.Y.C. 10016 212-915-4896 | Sales/ Stocks |
| Gemini Wines & Liquors | Sales/ Stocks |

Gemini Wines & Liquors

| | |
|---|---------------|
| 100 Lexington Ave, Ste 900 N.Y.C. 10016 212-915-3611 | Sales/ Stocks |
| Miller Wright | Sales/ Stocks |

Miller Wright

| | |
|---|---------------|
| 197 Park Ave, Ste 1000 N.Y.C. 10017 212-242-7463 | Sales/ Stocks |
| Ambassador Wines & Spirits | Sales/ Stocks |

Ambassador Wines & Spirits

| | |
|---|---------------|
| 1000 Third Ave, Ste 1000 N.Y.C. 10021 212-421-1200 | Sales/ Stocks |
| Berkman Equities | Sales |

Berkman Equities

| | |
|---|---------------|
| 500 Lexington Ave, Ste 410 N.Y.C. 10016 212-356-1952 | Sales |
| C landmark Wine | Sales/ Stocks |

C landmark Wine

| | |
|---|---------------|
| 187 W 25th St, Ste 800 N.Y.C. 10011 212-242-7463 | Sales/ Stocks |
| CHI Wines | Sales/ Stocks |

CHI Wines

| | |
|---|---------------|
| 100 Park Ave, Ste 1000 N.Y.C. 10016 212-915-0700 | Sales/ Stocks |
| LE DU WINES | Sales |

LE DU WINES

| | |
|---|---------------|
| 100 Park Ave, Ste 1000 N.Y.C. 10016 212-915-0700 | Sales |
| Asian Wines & Spirits | Sales/ Stocks |

Asian Wines & Spirits

| | |
|---|---------------|
| 100 Lexington Ave, Ste 800 N.Y.C. 10016 212-356-1952 | Sales/ Stocks |
| C SAKURA | Sales/ Stocks |

C SAKURA

| | |
|--|---------------|
| 201 E 39th St, Ste 1000 N.Y.C. 10017 212-686-0700 | Sales/ Stocks |
| www.sake-guide.com | |

Warehouse Wines

| | |
|--|---------------|
| 200 W 36th St, Ste 1000 N.Y.C. 10018 212-542-2779 | Sales/ Stocks |
| East Village Wines | Sales |

East Village Wines

| | |
|--|---------------|
| 180 Lexington Ave, Ste 1000 N.Y.C. 10016 212-356-1952 | Sales/ Stocks |
| Grassroots Wines | Sales |

Grassroots Wines

| | |
|---|---------------|
| 151 West 36th St, Ste 1000 N.Y.C. 10018 212-542-1200 | Sales/ Stocks |
| New York Wine Exchange | Sales |

New York Wine Exchange

| | |
|--|---------------|
| 1000 Avenue of the Americas, Ste 1000 N.Y.C. 10019 212-242-0119 | Sales/ Stocks |
| Sophomore Wines & Spirits | Sales |

Sophomore Wines & Spirits

| | |
|--|---------------|
| 100 Lexington Ave, Ste 1000 N.Y.C. 10016 212-356-1952 | Sales/ Stocks |
| Sojuhouse | Sales/ Stocks |

Sojuhouse

| | |
|--|---------------|
| 125 Madison Ave, Ste 1000 N.Y.C. 10016 212-356-1952 | Sales/ Stocks |
| Tonyu No Sake | Sales |

JAPANESE WHOLESALER**Patentwin Trading**

| | |
|---|-------|
| 200 10th Ave, Ste 1000 N.Y.C. 10011 212-254-4746 | Sales |
| JFC International Inc. | Sales |

JFC International Inc.

| | |
|---|-------|
| 100 10th Ave, New York City, NY 10011 212-254-4746 | Sales |
| Central Electric U.S.A., Inc. | Sales |

Central Electric U.S.A., Inc.

| | |
|--|-------|
| 55-20 89th St, Maspeth, NY 11378 718-271-4246 | Sales |
| Deer Trading Co., Inc. | Sales |

Deer Trading Co., Inc.

| | |
|--|-------|
| 100 10th Ave, College Park, MD 20740 301-429-0400 | Sales |
| Hokkaido Trading Co., Ltd. | Sales |

Hokkaido Trading Co., Ltd.

| | |
|---|---------------|
| 821 Peachtree St, Atlanta, GA 30309 404-524-1850 | Sales/ Stocks |
| Wine of Japan Import, Inc. | Sales |

Wine of Japan Import, Inc.

| | |
|---|-------|
| 200 Park Avenue, Suite 1000, New York, NY 10017 212-356-0700 | Sales |
| TENGUMAI YAMAHAI JUNMAI | |

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality.

Vol. 7 - MONO of the month

Kutani-yaki Porcelain

Japan has a profound and complex ceramic culture. The styles are different from region to region based on the materials each location produces and the area's aesthetic tendencies. **Kutani-yaki porcelain** is one of the most revered types of porcelain in Japan and it boasts striking colors and intricate patterns.

Kutani-yaki was born in the small remote village with this name (meaning "9 Villages") in the mountains of Ishikawa Prefecture about 350 years ago. The prefecture's main city, Kanazawa, is one of the most famous castle towns in Japan, and Kutani-yaki originally began as a source of economic stimulus for the area. This style prospered under the guidance of Moritoge Kusumi, an expert from the Kano school of Japanese painting. It is characterized by five colors of paint (dark green, yellow, red, purple, dark blue) used in mighty and lovely designs with flowing lines. The original version, which is now called "Ko-Kutani" or old-Kutani, to distinguish it from later versions, lasted for only half a century. Approximately 80 years after the disappearance of Ko-Kutani, Kutani-yaki was revived and developed into various styles that display symbolic figures from the current "era" (multi-colored and heavily painted) style.

Some examples of the derivative versions are Mokkō, Yoshidage and Iseiga. Mokkō style developed about 200 years ago and the figures, generally drawn in the five Kutani colors, are suspended on a red base layer. On the other hand, Yoshidage style, developed about 180 years ago, excludes red from its color palette to create a dignified atmosphere. Iseiga style, which is 120 years old, is delicate with detailed figures drawn in red and has gold decoration on the rim.

"I fell in love with Kutani-yaki because of its dynamic and graceful character," said Ms. Ai Takashiba, a young Kutani potter who participated in an exhibition at Sora Japanese Pottery in New York City in October. According to Ms. Takashiba, Kutani yaki was influenced with northern culture, and it naturally is more powerful and sharper than other famous porcelain styles such as Arita yaki from Saga and Kyushu-yaki from Kyushu.

It features Chinese motifs which are largely comprised of celebratory images that are used to bring happiness and prosperity to the passenger. For example, "shimen" is a fish net pattern representing "the capturing of luck." Fortunate motifs like peacock are also often used. Several of the patterns are in an unbroken circle or are repetitive, indicating long-lasting or never-ending happiness. Many Kutani-yaki are used partly for decorative purposes, but some such as cups are used in everyday life.

Contemporary Kutani-yaki artists follow the techniques unique to Kutani-yaki and creatively borrow traditional patterns, giving this ancient art new life by introducing innovative colors and patterns never seen before. It will be exciting to see how this fascinating art form evolves through these torchbearers in the next 200 years.



The work's final colors will vary depending on the ingredients in the paint being used, and the result is unknown until it is actually fired in the kiln.



Contemporary Kutani-yaki artists demonstrate highly skilled *e-hinata* (painting) work at the Sora Japanese Pottery exhibition.

INFO: **Kutani Ceramic Museum**
60 Inomata-machi Namei Itohama, 953-1111 JAPAN
www.kutaniyaki.org.jp

Ishikawa Prefectural Government NY Office
TEL: 212-967-0833

Sora Japanese Pottery
TEL: 212-779-2040 | www.sorajyo.com

OSEIBO:

Showing Your Appreciation at the End of the Year

Holiday gift season has just arrived, meaning that it's time for you to figure out what to buy for your loved ones. As in the West, people exchange gifts during the holiday season in Japan, but this is not a native custom. What Japanese traditionally observe is a culture of gift-giving known as oseibo.



Illustration by M. Totsukawa

What Is Oseibo?

Oseibo literally means "the end of the year," and the custom began with people distributing the offerings used for their ancestors' memorial services at the end of the year. Many years ago, items such as sake, matsu (glutinous rice cake), sashimi salmon, konbu (dried fish), and katsu-bebi (tonkatsu) (breaded) were given to relatives, neighbors, and business associates. Over the course of time, this custom has changed today

people give gifts at the end of the year to show appreciation to people who mean a lot to them.

This can be passed from early December to around December 20. One can send gifts in late December, but it is best avoided because people are extremely busy during this time of year. Although people used to visit each household and company when they delivered gifts, these days many people mail cards to save time as well as shipping costs. From the receiver's side, they can buy whatever they want. Though it is convenient, some people are unwilling to present gift certificates because they are too unimaginative. For those consumers, gift catalogues offer a perfect solution. They allow the gift giver to select a collection of gifts and a price range, and the receiver to choose their gift from the collection.

According to Mr. Hayashi of Kintetsu, Japan's largest online shopping site, regional delicacies delivered directly from producers have been rising in popularity in recent years. King crab, Horseshoe and Shrimps, pickles, and premium wagyu (Japanese domestically raised beef) are popular in this category. (See the diagram left for the top five gifts.) The highly

Last Season's Top-Selling Oseibo*

1. King crab directly from producers
2. Ham and sausages
3. Domestic beer
4. Domestic beef directly from producers
5. Premium udon noodles



*Data provided by Rakuten

What Do They Give?

Oseibo is not really about person-to-person gifts; rather, it is a family-to-family or company-to-company gift-giving culture. Usually people spend from 10,000 (\$96.90) to 45,000 (\$460.90) on each item, while expensive oseibo items can cost as much as 400,000 (\$1,218*). Each household usually sends three to five oseibo gifts each year.

The most sought after oseibo gifts are assortments of food and household goods that can be enjoyed by the entire family. These often feature local specialty foods, premium ham and sausage, condiments, oils, sweets, beer, coffee, and detergent. Gift certificates are becoming more and more popular these days for various reasons. From the givers' point of view, they



Winter delicacies like king crab and udon are popular oseibo items these days.

regarded department store Isetan has just launched a campaign highlighting gifts from carefully selected producers that showcase Japanese craftsmanship. One example of Isetan's offerings is limited-production Koshihikari rice from Echigo Farm, which employs a unique "natural farming" method.

*Exchange rate: \$1.03 = ¥82

The etiquette of oseibo

Since oseibo is a formal tradition, there are some rules that you must follow. The most important rule concerns timing. As described above, missing the best time to deliver your gift might inconvenience the receiver. There are rules for wrapping oseibo that wrap the gift in paper and then put a piece of red paper on top. This special white paper has intricate Japanese paper artwork and nests (a symbol used for celebratory gifts) patterns printed on it. Kasobiki is used in lieu of formal oseibo gift wrapping, which uses real incobuki and nests. (See photo below.) The real washi paper is used for several formal occasions,

including weddings, the birth of a child, graduations, and funerals. Each occasion requires a specific type of lettering style and the knot for mitsobe is a butterfly knot using an odd number of red and white incobuki. It's polite to write a thank-you letter when you receive an oseibo gift but the exchange of oseibo is usually mutual, so these days people commonly call to thank each other.

Transformation of oseibo culture

Oseibo culture has gradually been modified as technology advances and lifestyles change. Until the



Using other gift-wrapping techniques such as incobuki (woven paper) or red and white incobuki, it's polite to write a thank-you letter when you receive an oseibo gift but the exchange of oseibo is usually mutual, so these days people commonly call to thank each other.

1990s, the oseibo culture in corporations was huge, and many corporations still keep lists of companies that should receive oseibo. Recently, however, retail stores have watched corporate spending decrease. In response, the retail industry has shifted its focus to individual customers.

As mentioned before, people do not commonly hand deliver oseibo anymore but mail the gifts to save time. People these days are shopping more frequently online. Established department stores such as Isetan also offer online shopping. Mr. Kiroshita of Rakuten points out the advantages of online shopping. "The online shop has a greater selection than the actual store as well as more information, allowing customers to learn more about each item. These are often user reviews, which help customers to choose." This year, Rakuten started a service allowing customers to select and send oseibo from their cell phones. Technology may make life easier and oseibo culture is becoming more and more casual these days, but people in Japan have not lost the spirit of showing appreciation.

SHIMANE Prefecture Food Fair

Come and taste delicious tea from Sankoen and purchase products from Shimane, Japan

12/3 (Fri) ~ 12/12 (Sun)



DRINKS 129 E. 41st St., NYC | 212.725.7280

KITAGAWA 201 E. 58th St., NYC | 212.752.2985

KEIYAKU GANJO 522 Monmouth Ave., West Orange, NJ | 973.623.6776

SAKURAYA 79-01 Astoria St., Forest Hills, NY | 718.356.1228

SHIMANE R. VILLAGE 4 Bayview St., Brooklyn, NY | 212.866.3000

SHIMANE MOUTON 121 E. 47th St., NYC | 212.253.0568

SHIMANE SOHO 908 Avenue St., NYC | 212.379.2033

The first 10 visitors with purchases over \$20 at each store receive a Jumbo Sankoen gift bag. Japanese tea bags are included with each white teacup purchased.

Shimane prefecture is home in NY with all types of food from its various regions. Traditional confections from Matsue city, potato noodles from Iwami region, as well as delicious snacker tea and seasoning will be available exclusively during the fair.

NEW Matsue Sweet Demonstration



12/2 ~ 12/5
(Thu) ~ (Sun)

You can see the craftsmen's amazing technique

12/2 (Thu) Sankoen (11:30am~1:30pm) & Kasobiki (2-4pm)

12/3 (Fri) Oseibo (11am~1pm), Sankoen Matsuen & Sankoen Soho (1-3pm)

12/4 (Sat) Sankoen (12-2pm) & Oseibo (11am~1pm, 2-4pm)

12/5 (Sun) Shokken & Sankoen E. Village (12-2pm)

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13 W. 53rd St., NYC | 212.968.2225

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The Matsue region of Shimane prefecture is renowned as one of most prestigious producers of sweets in Japan. NEW Matsue Sweets are delicious hand-made treats that are low in calories and healthy for you. These beautiful delicacies will bring joy to both the heart and mind!

Fashion items with a modern twist



IMAGE

Mink Necklace + Earrings

Mink neck charms and ribbon-shaped paves make this necklace and matching earring super cute. The charms on the earrings are removable for your preference.

¥3,300 (S\$31.16)



Kanekil FUR Vest

Put on this popular fur vest and complete your Bohemian style fashion. The knit fabric on the back below effectively makes your body look slender.

¥4,450 (S\$42.76)



Cloef Skirt

This rustled color lace suede skirt upgrades your fashion. The shape is slim on the waist and flares giving a feminine impression.

¥4,450 (S\$42.76)



Mouton-Style Boots

The raised heels inside these mouton style boots make your legs look longer. The fake fur cuff can be extended. Three colors are available.

¥2,320 (S\$22.76)



Key necklace

The necklace features a key motif charms with an accent of tiger eye. Each charm is removable and you can arrange to your mood and style of the day.

¥2,200 (S\$21.23)

Perk Up Your Fashion Sense With Gift Items from Japan



Silver Flower Hair Clip

Maple DecoBlossom

The silver flower hair clip comes with swiveling plant blossoms is produced by a metal craftsman based in Kyoto. It's not only used on a hair clip but also looks good on your jacket and ties.

¥3,600 (S\$34.16)

Kyoto Yuzen-Dyed Tenugui Hand Towel

Kyo-yuzen is a traditional dyeing method developed in Kyoto. This tenugui (Japanese cotton towel) uses the stencil method to create elegant, traditional patterns.

¥1,000 (S\$9.76)



2-Toe Tabi Socks (A set of two pairs)

These 2-toe tabi socks maximize the features of tabi, traditional Japanese footwear, and western socks to give you the ultimate in comfort.

¥910 (S\$87.70)



Gift items with traditional flavor



Japanese Paper Parasol

This traditional Japanese umbrella, made of paper, has beautiful flower patterns combined with a swirling design.

¥7,000 (S\$67.00)



Kiehl's Skin Cream with Matcha Green Tea

Real tree has a great moisturizing effect and has been used for skincare in Japan for hundreds of years. Combined with green tea extract, this cream is used for the face and body.

¥3,000-6,300 (S\$28.74-54.41)

*The dollar yen exchange rate used here is \$1 = ¥100



www.jshoppers.com

Search

Clearance Campaign (Until 4pm (EST), December 24th) If you spend more than ¥30,000 (S\$28.76), you get free shipping and handling. Earn 2 times more points as you shop at JSHOPPERS.com.

hello@jshoppers.com
info.en.jshoppers.com

CERA Ionized Showerhead Enriches the Lives of You and Your Loved Ones

SALON VIJIN



The showerhead has 3 modes: rain, massage and spray. Now you can have spa-quality water at home. It is a perfect gift for you and your loved ones.



In New York, nobody can escape the harsh winter weather, and it is difficult to keep your skin from becoming dry or flaked. But there is a way that doesn't even involve expensive creams or face care products, using good water. The CERA Ionized Showerhead can produce negative ionized water that has the tremendous effect of restoring your skin and hair inside and out.

Negative ionized water particles drop into your skin and hair at the molecular level and penetrate them within their cells, allowing them to hydrate while neutralizing the oxidation that occurs within cells. It can also protect the skin from burns caused by long term use of chlorine-treated tap water that leaves the skin dry and irritated. **Salon Vijin**, a fine salon based on negative ions, has used and sold CERA showerheads for years and has received positive reviews from customers. "Ishness from dry skin is now gone." "The effects are immediate, my skin is smooth, soft, and vibrant." and "It brings back moisture to my hair and de-flakes it." Some customers use this negative ion water to wash their pets, and one of them said "It has eliminated odor from my pet's coat, and he looks so happy now."

Also this summer, unlike other types of negative ion showerheads, the CERA cylinder does not need to be replaced — it is basically lasts forever. **Salon Vijin** is now offering CERA showerheads for a one-week trial to allow customers to discover the effects for themselves. Also until the end of December, the showerhead will be discounted by 20%. Don't miss this opportunity to protect and rejuvenate your skin and hair in a great value.

Salon Vijin

12/F MetLife Plaza, Concourse Level
New York NY 10020
TEL: 212-664-3624 / www.salonvijin.com

FINDING THE PERFECT FIT FOR YOUR EYES

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www.kiteya.com
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Japanese Brand That Excites Kids and Quality Conscious Parents

MIKI HOUSE



Papa's Book "PAPA'S BOOK" has rich pure sound quality. Printed in Japanese with English narration booklet. It has selected many non-japanesemaster who are trying to teach their children learn Japanese as well as music.



Miki House has been loved by high-end clientele of over the world. (Courtesy: Miki House Paris store)

Japan's leading kids' brand **Miki House**, has been offering high-quality apparel, shoes and toys since 1971. With their philosophy being to cater to what children really want, they create "kawaii" fun and candy colors, yet maintains a sense of grown-up fashion. As a holiday gift, they recommend the picture book "PAPA". Along with various pre-programmed piano songs, children can play by touching keys on the book.

Miki House

Global website: www.mikihouse.com
1000 Avenue of the Americas
New York, NY 10036
Tel: 212-631-9000
www.mikihouse.com
www.mikihouse.com
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"KORE WA NAN DESU KA?"

[Interview] When do? [Laughs] The phone is especially convenient while shopping and during a vacation. You just point out the items you'd like to buy so we can sing. [Laughs]

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"I'm all about going back to the basics"

Beauty Advisor of the Month: Yoshihida Yonezawa of Yo-C Salon

What is the service you are most proud of at Yo-C Salons?

I'm great of everything I do, but if I have to choose something, it would be the great but subtle sense of style I can provide through my color, cut, and perm services. This, I can guarantee you will not get anywhere else.

What are some of the things that are important to you as a stylist?

That I give 100% to each and every customer, and try to satisfy them to the best of my ability. It may take a lot of energy to do, and it may be impossible to satisfy everybody, but I try to connect with each one of my customers so that I can understand their needs better and do my best to satisfy their needs.

Do you have any tips for our readers that they

can easily do themselves at home?

I would say try to use home-in conditions as much as possible because this can prevent your hair from or less some damage than it done by the dry environment. I want to say the best thing to do is nothing, because I would rather that you can find under waterfalls in the natural environment is really the best thing for the hair. But in this day and age, such an environment is hard to come by, and protecting the hair from all the dryness, heat, and such becomes more important. Especially if you live in the city, you will have to protect it more from all the pollution that can cause damage as well.

Yo-C Salons

255 E. 58th Street, 3rd fl. (at 3rd Avenue)
New York, NY 10022
Tel: 212.620.8356
www.yo-csalon.com



Beauty & Health Tips from Alri Yonezawa



My basic philosophy is beauty and health is all about going back to the roots. First, try to get out of the city once a week and immerse yourself in nature. Fly to the ocean, the oceans, and connect with nature. Second is doing what we practice always told us to do what we work full workload in a day, make sure to get plenty of sleep, and eat 3 meals a day regularly. To that though, I would add a glass of wine at night is nice! That's my look to beauty and health.



Charms in Japan -Vol.3-



J u z u

In ancient times, people put on precious stones to protect themselves from external disease and misfortune. It developed into juzu, a necklace string of beads, which is used among Buddhists while praying for the deceased. It came to Japan with Buddhism from India via China about 1500 years ago. The principle of juzu has 108 beads, the number representing that of worldly desires as Buddhist, and each bead should make people closer and protect the ghosts who pass the pure. Nowadays, there are several different versions of juzu available: 54 beads, 36 beads, 27 beads, 18 beads and even bracelet style juzu for daily use.

Courtesy of Bonsai Shokuhin (<http://bonsaishop.jp/juzu/>)

Illustration by Midori Kamei

The Name: *juzu*
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| 2285, Rd 50 East (at 28th) | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | 8 Nail |
| 16 Number 10 West Avenue N.Y. 10031 | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | Beige Salons |
| 291 C. West 1st Ave. A.S. 10th Fl. | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | SG3-TOMMIES 02 |
| 291 C. West 1st Ave. A.S. 10th Fl. | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | SG3-TOMMIES 03 |
| 291 C. West 1st Ave. A.S. 10th Fl. | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | Shoos |
| 627 1st Fl. 1st Ave. N.Y. 10010 | 1 PM |
| 212-670-2100 | 4 PM |

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| Ford N Bago | Takamichi Mats |
| 280 Madison St. 17th Fl. Suite 1000 | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | Seesa Salons |
| 400 1st Fl. 1st Ave. A.S. 10th Fl. | 1 PM |
| 212-670-0200 | 4 PM |

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| Ford N Bago | Ye-C Salons |
| The Ye-C Salons have salons from beauty salons to fine dinner restaurants. Their menu includes: nail care, cosmetics, hair styling, facial treatments, manicures, pedicures, make-up, waxing, facials, and body treatments. | 1 PM |
| 212-670-0200 | 4 PM |

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| Lower Boro | Revolta Coiffeur Salons |
| 129 W. 3rd St. 1st Fl. 1st Ave. N.Y. 10014 | 1 PM |
| 212-226-0200 | 4 PM |

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| Lower Boro | Lotus Salons North Morris |
| 26 W. 3rd Street 1st Fl. 1st Ave. N.Y. 10014 | 1 PM |
| 212-226-0200 | 4 PM |

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| Lower Boro | Lotus Salons Prince St. |
| 3 Prince St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-226-0200 | 4 PM |

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| Lower Boro | Lotus Salons Prince St. |
| 10 Prince St. Morris & Franklin St. | 1 PM |
| 212-226-0200 | 4 PM |

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| Lower Boro | Salon Mezzo |
| 2 Madison Ave. Between 2nd & 3rd | 1 PM |
| 212-226-0200 | 4 PM |

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| Lower Boro | Masterpiece by the Moon |
| 10 Madison Ave. Between 2nd & 3rd | 1 PM |
| 212-226-0200 | 4 PM |

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| Staten Island | Coverage Salons & Gift |
| 10 Grandview Ave. Brooklyn N.Y. 11203 | 1 PM |
| 73-00 151st St. | 4 PM |

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| Song Marin | LJ Wines |
| 101 Avenue D. Fort Washington N.Y. 10032 | 1 PM |
| 212-645-2100 | 4 PM |

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| Vivian Marin | Akiva Salons |
| 21 Avenue A. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Vivian Marin | Karen Shulman Nails |
| 361 Madison Ave. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Max's Hair Salons |
| 95 Hudson St. 1st Fl. N.Y. 10003 | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Monetters |
| 280 Second Fl. 214 Broadway N.Y. 10003 | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Sales Salons |
| 100 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Skin Salons |
| 104 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Spa Salons |
| 104 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Stress Salons |
| 104 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Almae Salons |
| 2034 Union Ave. New York N.Y. 10003 | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Katsuobu Salons |
| 200 20th St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Meishi Beauty Salons |
| 100 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Salon Tosco |
| 103 Madison Ave. Fort Lee N.J. 07024 | 1 PM |
| 201-944-4200 | 4 PM |

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| Westchester | Toots Hair Supersalon |
| 100 Hudson St. 1st Fl. Morris & Franklin St. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | SPA |
| Upper East: 200 Madison Ave. 1st Fl. 1st Ave. N.Y. 10016 | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Easy Lenses Rx: Prescription |
| They are committed to providing the finest service in the lenses you need to see. Their friendly staff, experienced opticians, and professional optometrists provide an array of services for a reasonable price. Visit them at their store or online. Free consultation available. | 1 PM |
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| Westchester | SHIATSU New York |
| 240 10th St. 1st Fl. (bet. 1st & 2nd Aves.) | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Lavender Laser Corrections |
| 101 1st Ave. (bet. Madison & 4th Aves.) | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | MCORPORATE SPA |
| 101 1st Ave. (bet. Madison & 4th Aves.) | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Karen Toker |
| One of the best salons in N.Y. City. Karen Toker is a licensed esthetician who has been in business for 10 years. She is well known for her facial treatments. Call 212-645-2100 for an appointment. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Aura Wellness Spa |
| 101 1st Ave. (bet. Madison & 4th Aves.) | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Roma Toker |
| One of the best salons in N.Y. City. Roma Toker is a licensed esthetician who has been in business for 10 years. She is well known for her facial treatments. Call 212-645-2100 for an appointment. | 1 PM |
| 212-645-2100 | 4 PM |

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| Westchester | Rebby's Living |
| 164-21 30th St. 3rd Fl. (bet. 5th & 6th Aves.) | 1 PM |
| 212-645-2100 | 4 PM |

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| Queens | Medi Beauty |
| 169-25 26th St. Astoria, N.Y. 11323 | 1 PM |
| 718-263-4224 | 4 PM |

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| Queens | New York Electrolysis |
| Offering electrolysis services at highly discounted prices. Call 212-645-2100 for an appointment. | 1 PM |
| 212-645-2100 | 4 PM |

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| Queens | Chosen |
| Offering electrolysis services at highly discounted prices. Call 212-645-2100 for an appointment. | 1 PM |
| 212-645-2100 | 4 PM |

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| Queens | Spa Grotto |
| 169-15 31st St. College Point, N.Y. 11365 | 1 PM |
| 718-263-1500 | 4 PM |

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| Queens | state de dolores |
| 212-645-2100 | 1 PM |
| 212-645-2100 | 4 PM |

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| Queens | spa center |
| 169-15 31st St. College Point, N.Y. 11365 | 1 PM |
| 718-263-1500 | 4 PM |

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| Queens | Reed SPA Studios |
| 212-645-2100 | 1 PM |
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PEACE VIA THE STROKES OF THE SHODO BRUSH

Students exchanged chrysanthemums of "Komochirou" and "Ogenki desuka?" as they filed into the shodo or Japanese calligraphy class at Japan Society. This class is led by calligrapher Ingyo Sensei, who began her training at three years old.

Ingyo Sensei describes the four "treasures" of shodo as the brush, ink, paper and inkstone. Shodo came from Buddhism and started as a kind of basic writing, but now it is viewed as one of the several Japanese art forms that end with "do" or "path." Others include sado (tea ceremony), buke (martial arts) and kade (flower arrangement), and like those shodo is often viewed as a type of meditation. Ingyo Sensei believes that it serves this purpose for her students, as her hour and a half class is a place where their hearts can find peace.

One might wonder whether you have to know how to read and write Japanese in order to study shodo, but this is not the case. The vessel will write samples for the students that they imitate over and over until they finally achieve success. In Japan this "Team by watching" style of shodo is common, but Ingyo Sensei finds that her non-Japanese students often want more explanation as to why a stroke is a certain way or what it actually means. She says, "For shodo the two things students must understand is that unlike oil painting you don't retrace strokes, and that stroke order matters. But more than anything else what is important is becoming one with the brush."

There are several shodo styles ranging from the standard script kohiki, the most common modern writing style, to the syllabic Japanese script of kana. In between are gyōdai, a semi-cursive script style, and sōsho, a "grass-script" style that is written at a faster pace and can be hard to read. Depending on what kind of strokes you are incorporating, the type and thickness of the brush you use differs. Brushes can be made from the hair of animals such as horses, goats, and sheep, and they vary in length, thickness, and softness. For example, in order to produce fine kana, such as a thinner brush would be used.

However, even when using the same brush you can produce variations in the result. It depends on factors such as where and how much ink you put on the brush, and whether you dilute it with water. These may seem like small changes, but they have a large effect. More ink can create rigmarole running and less can create kasure or fading. By employing water, the black ink can be made grey or have other gradations. These techniques enable people working from the same template to produce totally different finished products.

All Japanese schoolchildren grow up learning shodo in elementary school in order to be able to write characters. Most likely as learning script might be for American students. This is traditional shodo, but for her class Ingyo Sensei often highlights the contemporary version. As opposed to traditional, it is appreciated as art and has developed as such from its basic beginnings. She encourages students to use contemporary shodo as a form of expression for intangible things. For her own works Ingyo Sensei describes her primary inspiration as nature, "not necessarily objects and images, but feeling and moods."

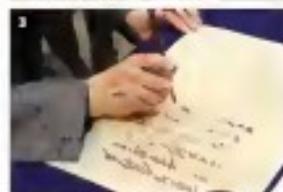
Around the room students were producing works inspired in Japanese poetry and Buddhist sutras, and their straight postures revealed intense concentration. They were indeed "one with the brush," and truly reaching a place of peace with each stroke.

—Reported by Stacy Sacks

Japan Society Toyota Language Center

The Toyota Language Center offers 12 comprehensive levels of Japanese, as well as a variety of specialized community workshops, including classic, traditional service techniques of shodo (calligraphy) and kintsugi (lacquer repair). Workshops are currently offered, weekly and monthly classes.

333 E 45th St., 5th Fl., New York, NY 10017
Tel.: 212.751.0526
www.japansociety.org



1. Ingyo Sensei demonstrating the free form of contemporary calligraphy with a large brush. 2. Ingyo Sensei demonstrates various approaches with a brush. Here she helps a student get a feel of the medium. 3. The official Japanese script of koto is a shodo style that is carried out with the chosen type of brush, as demonstrated here by Ingyo Sensei.



School Guide

The following is a list of schools where you can learn Japanese off-island.

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LANGUAGE

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| Upper East | Harter College |
|---|----------------|
| 997 First Ave, Box 600 10021-0211 212-620-4000 | Japanese |

| Upper East | Japanese Study Hall NY |
|--|------------------------|
| 1121 19th St, Box C 10021-0211 212-820-0000 | Japanese |

| Upper East | Musical Kids International |
|--|----------------------------|
| 1295 Lexington Ave, Unit 5C 10021-0211 212-986-0000 | Japanese |

| Midtown West | Collaborate University |
|--|------------------------|
| 200 Broadway, 10th Fl 10007-0201 212-961-1200 | Japanese |

| Midtown West | NY Japanese Language |
|--|----------------------|
| 267 95 10th St, 11th Fl 10016-0200 212-661-0700 | Japanese |

| Midtown East | Artsy Language Institute |
|---|--------------------------|
| 194 E 40th St, 10th Fl 10016-0201 212-457-0204 | Japanese |

| Midtown East | Kolla Learning |
|---|----------------|
| 100 E 40th St, 10th Fl 10016-0201 212-457-0204 | Japanese |

| Midtown East | Japan Society |
|---|---------------|
| 500 Madison Ave, 10th & 11th Fls 10022-0200 212-420-5000 | Japanese |

| Midtown East | Language House |
|---|----------------|
| 545 Madison Ave, 10th Fl 10022-0200 212-860-6600 | Japanese |

| Midtown East | PC Tech |
|---|----------|
| 201 Madison Ave, 10th Fl 10022-0201 212-960-4700 | Japanese |

| Midtown East | Reactor New York |
|---|------------------|
| 150 E 40th St, 10th Fl 10016-0201 212-961-4700 | Japanese |

| Chelsea | ABC Language Exchange |
|--|-----------------------|
| 149 W 25th St, 8th Fl 10011-0201 212-867-2500 | Japanese |

| Fifth Avenue | MYCNA |
|--|----------|
| Second floor, entrance between Japantown Japanese Restaurant & 4-star Sushi Bar 100 E 57th St, Box 1000 10022-0201 212-222-2200 www.mycna.com | Japanese |

| Chelsea | Tenri |
|--|----------|
| 100 W 18th St, Box 1000 10011-0201 212-545-2600 | Japanese |

| Bronxville | Bronx College |
|--|---------------|
| 100 Lexington Ave, Bronx, Bronx 10453-1000 914-329-1000 | Japanese |

| Lower Manhattan | New York University |
|---|---------------------|
| 145 W 8th St, Box 1000 10011-0201 212-992-8800 | Japanese |

| Lower Manhattan | Britannica Languages |
|--|----------------------|
| 211 West 4th St, Box 1000 10011-0201 212-929-4600 | Japanese |

| Whitestone | Go-Witson Go Language |
|---|-----------------------|
| 118 West 33rd St, Box 1000 10011-0201 212-929-0000 | Japanese |

| Whitestone | Int'l Lifelong Education |
|---|--------------------------|
| 381 Springwater Ave, 10th Fl 10036-0201 914-329-2000 | Japanese |

| Uptown | Cornell University |
|---|--------------------|
| 235 Sherman Ave, Ithaca, NY 14853 607-255-4400 | Japanese |

| East Village | Fairchild University |
|--|----------------------|
| 1000 University Ave, Box 1000 10003-0201 212-420-4000 | Japanese |

| Lower Manhattan | Japanese-American Society of New York |
|--|---------------------------------------|
| 100 W 40th St, Box 1000 10011-0201 212-929-4600 | Japanese |

| Manhattan Beach | Foster University |
|---|-------------------|
| 107 Washington Avenue, NJ 07036 973-649-4000 | Japanese |

TRADITIONAL

| Lower Manhattan | Kensho Budo School |
|---|--------------------|
| 301 W 2nd St, Box 1000 10011-0201 212-222-0100 | Japanese |

| Seikyo West | Seikyo Budo |
|--|-------------|
| 100 W 18th St, Box 1000 10011-0201 212-545-4500 | Japanese |

| Upper West | Shinkage Ryukyu Jujutsu |
|--|-------------------------|
| 100 W 18th St, Box 1000 10011-0201 212-545-4519 | Japanese |

| Upper East | Urasoe Ryukyu Jujutsu |
|--|-----------------------|
| 100 W 18th St, Box 1000 10011-0201 212-545-4519 | Japanese |

| Upper West | Urasoe Ryukyu Jujutsu |
|--|-----------------------|
| 100 W 18th St, Box 1000 10011-0201 212-545-4519 | Japanese |

| Midtown West | Ellery's NY Pilates Design |
|---|----------------------------|
| 718-448-3131, 100 E 6th St, Box 1000 10011-0201 212-929-9819 | Pilates |

| Midtown West | M.Y. Togari Kyokushin |
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| 100 W 40th St, Box 1000 10011-0201 212-929-9819 | Pilates |

| Upper East | Wing-Tsun Kung Fu |
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| Upper East | Ultimate Kenpo USA |
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| Upper East | WTKO Horsky Dojo |
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| 101-103 2nd Ave, Box 1000 10016-0201 212-537-8222 | Pilates |

| Midtown East | The Shodo Institute |
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| 100 W 18th St, Box 1000 10011-0201 212-929-9819 | Pilates |

| Lower Manhattan | Reiko School of New York |
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| Fax: 085-2215-2200 | |
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| 90-92 Arau Street, 11200 Kota Kinabalu | Kota Kinabalu |
| Telephone: 088-255-5500 | |
| Japan | Karen |
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| 139-149-151-153-155-157-159 | |
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The World Heritage Sites of Japan

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SENSEI INTERVIEW, VOL 8

"I MAKE A GREAT EFFORT TO GET STUDENTS LOOKING FORWARD TO WHAT'S NEXT"

Kaiko Stomski (International Lifelong Education)

Would you give some advice to people who want to learn Japanese?

There are so many people who think the Japanese language has too many characters like kana, hiragana, and katakana. However, Japanese is basically composed of phonograms [symbols representing a set of sounds], and as long as you learn the 48 hiragana characters, you can listen to and pronounce the language. If something is written in hiragana, you can read it all — that's wonderful! So, I encourage new students not to hesitate but just try.

What do you keep in mind while teaching?

My goal is to direct a student's motivation toward the next lesson. I always say "Persistence pays off." No matter how well a lesson went, if it can't be considered successful unless the student feels like coming to the next class. On the other hand, even if the student doesn't seem to have enjoyed the class or isn't really motivated, he or she could be excited about coming to the next class if there is enough expectation. So, I make a great effort to get students looking forward to what's next during the last ten minutes of each lesson.

How do you encourage students if they encounter some difficulties?

I always go back to the area the student is good at. For example, if a student is confident counting numbers

but not strong in verb conjugation, I ask him or her to practice counting numbers and approach it from various angles without mentioning verb conjugation. Once the student is feeling good, I'll say, "Okay, let's move on to verb conjugation!" This does not always work, but I do care about how my students are doing. I want to reach goals together with my students.

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OTOMOSHI-SOKOJI'S MINI LESSON

Japanese has many homophones that can confuse students. "Are" — pronounced AH-LAY — is a basic pronoun meaning "that." It's used to point out something far away from people who are speaking. Another "are" is an exclamation meaning "uh" or "oh." A simple question such as "Aren't Are we nice dogs?" employs two "are" words. Can you distinguish one from the other?

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Japanese Book Ranking

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PEOPLE RUSH FOR BUSINESS BOOKS

HARDCOVER TOP 5 IN JAPAN (11/8-14)

| Book title | Author | Publisher |
|--|-------------------|----------------|
| 1. Kader-ribo 85%, Regaku-ribo 70%... Neoclassic Mind | Akio Nishio | Diamondsushi |
| 2. Meshi Keizoku-syuryuu no Joshi Manager ga Brucker no "Management" o Yondore | Natsuro Iwaseki | Diamondsushi |
| 3. Feyware-san-otsu no Manshū Gohan | Mitsuharu | Shobunkobo-sha |
| 4. Sukkin Bigan Rollin' | NA | Takarajimasha |
| 5. Konkuru no "Seigai" no Hanashi o Shijou | Michael J. Sandel | Hayakawa-shobo |

THE MONTHLY PICK



KADOU-RITSUSEN, RISPETO-RITSU 70% KOKUYAEGU GA KYANDERU-MACHU-SANRU HOTEL OG OKONIWA-KARETERU KOTO
The long title and its subtitle tell what this business book deals with: "The rate of conversion 80%, the rate of repeat 70%. Things are done in the hotel whose customers are willing to be on the waiting list—When the super hotel's slogan "The Best Customer Satisfaction per 1 year indicates" (Rank #1).

PAPERBACK TOP 5 IN JAPAN (11/8-14)

| Book title | Author | Publisher |
|---------------------------|-----------------|----------------------|
| 1. Hakugin Jack | Kengo Higashino | Jidougyo-no-Nihonsha |
| 2. Ose no Inoue ga Konzai | Takao Furukawa | Asahi Media Works |
| 3. Ayakashi no Nana | Tosuke Honda | Bungeishunjyou |
| 4. Tokoro, Torokeru | Ryo Kubota | Shinchosha |
| 5. Nobou no Shiro 1 | Ryo Wada | Shogakukan |

THE MONTHLY PICK



HAKUDOM JACK
This cat mystery writer's latest title was made straight to paperback, skipping hardcover distribution, from his strong desire to let people read more printed books instead of e-books alone. The compensated mystery starts with a bomb threat at a popular spa resort demanding ransom. Who's behind the random murder threat and what is the criminal's motive? (Rank #9)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



KINTO: JAPAN'S ULTIMATE DINING EXPERIENCE
Kintō has long been heralded as one of Japan's premier dining establishments. Under chef Takanaka's watchful eye, it has reached new heights of superb food, atmosphere and presentation. Takanaka's approach is remarkably simple: How to draw out the best and prepare each ingredient in the optimum way. This book is not only beautifully presented, it captures the same spirit as chef Takanaka's preparation of delectable dishes.

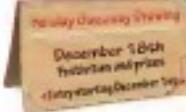


KAISHA: CELEBRATING JAPAN'S VEGAN AND VEGETARIAN TRADITIONS
Celebration of Japanese Vegan traditions begins with "kanzashi," or apperception—an expression of gratitude for natural gifts and the efforts and ingenuity of those who transform nature's bounty into vegetarian food. Japan's culinary authority, Elisabeth Andoh offers over 100 carefully crafted vegan recipes. Andoh delights in demonstrating how nothing goes to waste in the kitchen.

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ENTERTAINMENT • FILM

MOVIES FOR YOUR EAR
- TORU TAKEMITSU AT THE FILM FORUM

The legendary Japanese composer Toru Takemitsu may not be a household name in the US, but many of the movies he scored throughout his career are—Akira Kurosawa's *Ran*, Masaki Kobayashi's *Kagemusha*, and Shohei Imamura's *Black Rain* among them. During the first half of December, the preeminent independent movie theater, the Film Forum will be screening 10 of Takemitsu's most iconic collaborations, which is an incredible opportunity for moviegoers to reacquaint themselves with this master.

Takemoto was truly a remarkable man. Born in 1900, he was often ill and bedridden, with the radio as his only companion. He taught himself how to compose through his exhaustive knowledge of all styles of music from European to traditional Japanese to Jazz, and first achieved global recognition as a composer with his acclaimed *Rhapsody for strings* in 1967. His beloved movies, and especially *One Hundred and One Dalmatians*, remain the most popular.

Takemitsu passed away in 1996, but his influence is immeasurable. He opened the doors for Japanese composers to gain exposure in the western world, and caused the art of film composition to be a stand-alone listening experience.

As a soundtrack geek, I can personally tell you that the soundtrack to *Rise* is often on my playlist and is one of the most evocative. It's been always evolving too – even dabbling in electronic music and the word-carbs.

If you make it down to the Film Forum, make it a point to at least see one film you haven't seen, and take the time to research a familiar film just to focus on Takemoto's music. As usual, the Film Forum has shown their good taste and chosen several appealing films mixed with some unknowns. Definitely check out *Bad Boys*, *Antonio Braga* and *The Fate of Another*, which are all often overlooked in retrospectives.

Takematsu at The Film Forum will be running from Sat. 3-16. Check the Film Forum website for a complete ticket schedule: www.filmmuseum.org.

Wolfgang Schmid is a filmmaker, screenwriter and director of the 2008 Primetime Award-nominated documentary *The Last Days of Dachau*.



Photo © 1978 Peter Schatz
Courtesy Film Forum

The World Heritage Sites of Japan

SHRINES AND TEMPLES OF NIKKO

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Long before the Tokugawa Shogunate established its fateful shogunate in Edo during the 17th century, the area was considered a sacred place by Shugen do Buddhists. Accordingly, Nikko has both temples and shrines, which both harmonize and contrast with the surrounding mountainous terrain. UNESCO has designated two shrines, Futarasan Shrine and Toshogu, and one temple, Ryo-ji Temple, as World Heritage Sites.

Toshogu, the Tokugawa family shrine, is especially famous for its lavish decoration and unique construction techniques that reflect the unceasing and unrestrained splendor of the Edo period. Nikko located 120 miles north of

Takao is a major forested area of Japan. The greater area of Nada provides magnificient views of nature and offers areas (hot springs) as well, the foliage used in an especially popular tourist area.

Photo courtesy of
Japan National Tourism Org.



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Steven Michael Brown is the founder of travel site "Adventure Get" that covers a unique niche in the world of travel and adventure. His website, AdventuresGet.com, has been visited by millions looking for tips or exciting places to visit. One has been named "Traveler's Top Travel Site" 100 and has 80 countries to travel with more than 1 million worldwide users.

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SHOPPING TOWN INSIDE TOKYO STATION



When it comes to Japanese train stations, the first thing people look for is shiny, sleek designed, high-tech train cars. But in the past decade or so, Japan's large train stations have transformed their organic space into commercial spaces. Eki-kaikan, meaning inside train station in English, is the new concept in accommodating commercial space for people passing through the station. It has been very successful and became major shopping scenes. Station commercial space used to be limited to newspaper stands, small kiosks for tobacco and snacks, and noodle stands. Today, it is common to see stores made from stations, selling books of poems, luxury confectionaries, travel kits, books, magazines, gift shops and convenience stores.

The ultimate eki-kaikan emerged in the largest train station in the country, Tokyo Station. Originally built in 1914 as the train hub, Tokyo station accommodates an average of 3,000 trains daily, including commuter trains and the bullet trains, and 630,000 people pass through the station every day. Tokyo station has gone through the largest renovation, which created a spacious commercial promenade reminiscent of a small town inside the station. Just inside of Marunouchi Gate of the station is the First Avenue Tokyo Station (Tokyoden Ichidai-gai), and once you go to the basement level,

it is a large shoppers' haven for unique Japanese products. Tokyo Ramen Street is on the southern side of the floor, featuring the virtuosos of ramen noodle in Tokyo to fill travellers' stomachs with quick yet tasty ramen noodle soup bowls. On the north side is Tokyo Character Street, the perfect showcase of Japanese characters. Japan is a very character savvy country, and in addition to the world famous Hello Kitty and animation characters, Tokyo Character Street is where to shop for other Japanese original character products from TV stations and toy stores.

Japanese travellers always buy souvenirs for family and friends with local flavors from their destination. Right by Tokyo station's ticket gate is Omeyoko Plaza, a perfect quarter to stop by and check out Tokyo's famous gourmet gift shops. Japan has many regional flavors, and this is where you can find the best of Tokyo flavors. They usually come in nicely packed packages, which are easy to take home.

If you buy a train ticket and go inside the gate, there is another commercial promenade called Grand Sta, which runs through the wide passage on the street level floor of Tokyo station. Housing nearly 50 tenants selling gourmet bento boxes, deli food, confe-

ctionery, and many other carry-out gourmet products, this is a good shopping stop before a long train ride or at the end of your train trip. Japan's efficient and comfortable train travel experience is globally known, and frequent passengers never forget to grab nice meals for the train. Tokyo station has a great variety of bento boxes to take on the train, which is another way to enjoy the Japanese food culture.



then if you are not taking trains, there are many stores you can stop by for Japanese flavors and local impenetrables. Marunouchi also has many cafes and izakaya (Japanese style pub) and is always lively with office workers from nearby office towers. This historic large train station thrives as a gathering place as it has been over the last century.

STATION CONCIERGE TOKYO

As one of the busiest train stations in the country Tokyo station features foreign tourists as well. Station Concierge Tokyo provides multiple services, and supports foreign travellers with basic questions in English. Read the big "T" sign on the 1st floor of Gaien-kaikan for directions, copy services, International bus services and more. Go to <http://www.tokyostation.com/english/index.html> for more information.

— Nini Akashi, Public Relations Manager at the New York Office of JNTO



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New York Office

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GAT 100 1-877-385-2726

JAPAN POP QUIZ

Which "ken" prefecture has the largest surface area? (Excludes Tokyo, Hokkaido, Osaka and Kyoto which are not categorized as "ken" prefectures.)

- ① Fukuoka Prefecture
- ② Fukushima Prefecture
- ③ Iwate Prefecture
- ④ Hiroshima Prefecture

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event entertainment LEISURE

Exhibition

December 1 - 17 FREE

Open Art Contest - "An Exhibition of Selected Works"
NY Cos Gallery

This December, NY Cos Gallery is having their 5th Open Art Contest with 156 works of art submitted by 70 artists from around the world. The NY Cos Gallery Open Art Contest's JELICA top prize was awarded to "Bent-line" and "A Pool of Melodies" by Japanese artist Katsuhiko Matsukubo, and three resident: Frank Barrett's "Sunflower-Dojo eye Sun" and "Hakoneko Amara-Sunflowers" were awarded the NY Cos prize. In addition to the two top prizewinners, 22 prizewinners from among the 70 contest entrants and two judges will have their works exhibited in the show. The price ceremony will take place during the opening reception, which will be held on Dec. 2 from 5-7:30pm.

Location: 1023 Broadway, Suite 221, (bet. 26th & 27th Sts.)

New York, NY 10019

Tel: 212-540-1147 | www.openart.com



December 4 - 24 FREE

Bikinomoto to Mofu Hand Edited Photograph Exhibit
Makuri
Makuri

This December, Japanese vintage shop Makuri is holding a special vintage photo exhibition. The exhibition features a collection of photographs taken and carefully hand printed during the Bikinomoto to Mofu period (1860's - 1930's). These beautiful photographs offer a rare glimpse into the everyday life of Japanese people at

that time and shouldn't be missed by anyone who is interested in the art of photography or Japanese culture.

Location: 97 3rd Ave., bet. 18th & 19th Sts. U

New York, NY 10003

Tel: 212-695-5899

makuri.com



Through January 2, 2011

Yoshitomo Nara: Melody's Frost
Asia Society



The exhibition assembled 20 years worth of paintings, sculptures, drawings, and large-scale installations that map the evolution of one of the most influential and internationally renowned NeoPop artists working today. Nara's Frost driven connection between the artist's work and the sensibilities of youth subcultures worldwide, focusing on themes of alienation and rebellion, particularly in relation to rock and punk music, the iconoclast and subject of many of his works. The exhibition is accompanied by a fully illustrated 224-page catalog. See the Yoshitomo Nara interview featured on pages 2-3 in Chopsticks NY.

Location: 725 Park Ave., (bet. 70th &

New York, NY 10021

Tel: 212-217-9100 | asiasociety.org

Performance

December 4

Asian Cinema 1980s

The New York Mixed Chorus

The New York Mixed Chorus has made appearances at numerous events and occasions, including Mt. Yankee Stadium and Carnegie Hall. In this annual concert, they will perform traditional Japanese pieces, classic songs, and Japanese pop songs. The performance will be conducted by Kousaku Iimatsu, and the accompanist will be Hiroko Nemiguchi. For details, call or email Ms. Takako Ito.

Location: New York City Center (Eliza Cabot Bryant Hall)

2 W. 46th St., bet Central Park West

New York, NY 10036

Tel: 212-425-8444

eyoshi@optonline.net | www.nycc.org

Lecture/Forum/ Film/Festival

December 5, 9 & 10 FREE

Japanese Cinema 1980s

Asia Society

The decade of the '80s produced a wide array and high quantity of films that made it the golden age of Japanese cinema. Politically radical *New Wave* films, formally rigorous art films, and melodramatic genre films were produced side-by-side contributing to the vibrancy of the industry. This series showcases a sampling of films representative of this period. Free Admission with pre-entry. Screening directed by Mikio Naruse on Dec. 5 (Entry by Nov. 30).

Age of Assassins directed by Kiyoshi Kurosawa on Dec. 5 (Entry by Dec. 2); and *The Root of Death* by Isao Kadono on Dec. 10 (Entry by Dec. 7).
 Location: IFC Park Ave., 3rd floor (A1)
 New York, NY 10022 | www.mitsukipress.com

December 3-18

Film Forum

The two-week film festival features 19 titles celebrating legendary Japanese director Taro Shibusawa (1910-92). Shibusawa's music added immensely to the acclaimed work of director Hiroshi Teshigawara (*Woman in the Dunes*, *Antarctic*, *Giant*), Masahiro Kobayashi (*Shame*, *Kim's Convenience*, *Masaharu Minoda* *Flame Flower*), Nagisa Oshima (*The Liveliest Season*, *Empire of Passion*), Kenji Mizoguchi (*Madame on the Pacific*), and Akira Kurosawa (*Dodes'ka-den*, *Ran*). All the film titles above will be screened during the festival.

Location: 209 W. Westover St. (bet. 6th Ave. & Park St.)
 New York, NY 10024
 Tel: 212/537-8550



Momo
 Laundry In
 Mountain Village
 in BAL
 LAO OF BRA
 (1973) Color
 90 min.
 Proferin
 Playing Dec.
 15-18

December 8 FREE
Gift Wrapping Workshop
Kimono House



Kimono specialty store Kimono House, will be having a free Japanese gift-wrapping workshop. Learn to use washi (Japanese rice paper), paper with yearn (deign dyed net/bed) patterns and kimono fabrics to wrap your gifts. You can learn how to create beautiful wrappings using your own gift box or with items you can purchase in the store. You can also purchase wrapping materials on the day of the workshop. It's a 30 minute session with a small group of participants. Advance registration is required prior to the day of the workshop.

Location: 107 Spring St. (bet Broadway & La.)
 New York, NY 10012

RE: JAPAN

December 10

Film Series: *Fires on the Plain*

Japan Society

50 years before Clint Eastwood tackled the subject in *Letters from Iwo Jima*, Kenji Mizoguchi's *Fires on the Plain* was dismantling war with bone-hard last-ditchness and bar-bone gamblers in the hunting and cannibal tale of private terrorist (1951) *Farmhouse*, a wretched eye'd tubercular shugger who staggers through the hell-like lands of the Japanese-occupied Philippine island of Leyte in October of 1945. A fine adaptation of the critically acclaimed 1932 novel by Shōhei Ooka, *Fires on the Plain* remains lighter years away from flag-raising patriotism and reaches one-sentimentality. This film is presented as part of Japan Society's film series *Zen & Its Opposite: Essential (A. Iku) Books!* (see art). See & Be Opposite! Essential (A. Iku Books!) (apart Art House).

202 E. 47th St. (bet. 2nd & 3rd Aves.)
 New York, NY 10017
 Tel: 212/751-1234 | www.japansociety.org



Fires on the Plain (1951) Kôzaburô Nakanishi, Inc.

Event Feature

December 14

JapanNYC Festival

Carnegie Hall

The December Carnegie Hall presents JapanNYC, a two-part city wide festival led by artistic director, Seiji Ozawa, inviting audiences to explore today's Japanese arts and culture with more than 65 performances at Carnegie Hall and New York City's partner venues. The JapanNYC schedule will feature concerts by some of Japan's finest classical music artists, including performances by the Sankei-Kinen Orchestra and the Seiji Ozawa Gagaku-jinshû (Seiji Ozawa Music Academy Orchestra) — in case avowals performances. Surrounding these concerts are a variety of exhibitions, workshops, and theater that will extend throughout

Event

December 1

Japanese Remonstrance by Three Buddhist Schools/ Gitter Basson

Japanese International - NY Chapter

Rensoin, Chozu and Sogenbu Schools are the subjects of a future debate (Japanese power management) moderated by three trained presenters, who will portray debate from the perspectives of their schools. The event begins with our annual Gross Soiree featuring items related to culture or Japanese culture. Handmade souvenirs lets will be available. Details at japanint.org. NY Chapter web site: www.japanint.org; Gitter Basson: www.japanint.org
 13 W. 49th St., 15th fl. (bet. 5th & 6th Aves.)
 New York, NY 10019
 Tel: 609/529-6281 | japanint@japanint.org

December 11

Open House: Karate Lessons for Kids & Adults

Kyokushin Karate

Come experience authentic Japanese karate practice with Kyokushin Karate's first annual open house on Dec. 11. Shihan Kubojo Gorai, Director of the International Dept. of the IHO Kyokushinkai, U.S. Branch Director and 6th Degree Black Belt will lead two training sessions in NYC and one in NJ geared specifically for beginners. No special equipment, uniforms or commitments required.

New York City including nish theater, Taiko drumming, dance, songs and calligraphy traditional pupus performances, as well as other musical offerings featuring Mitsuaki Uchida, Meitaro, Bach Collegium Japan with conductor, Masaaki Suzuki, the NY Symphony Orchestra led by Andris Nelsons, Radio Drummer jazz pianist Yoshiko Miyoshi, shakuhachi player Yutaka Ogura and Masataka Nitto, pianist Alice Kobayashi, and more.

JapanNYC will launch at Carnegie Hall on Dec. 14 with Seiji conducting three concerts by the Saito Keiko Orchestra. The orchestra's performance will include piano soloist Mitsuaki Uchida, and will also be the U.S. premiere of a new work by composer Aribata Goran.

Location: 101 Spring St. (bet. 6th & 7th Aves.)
 New York, NY 10012
 Tel: 212/547-7000 | www.carnegiehall.org

Open house attendees who decide to eat at Kyokusho Kenzo Hira New York will receive a coupon worth \$50 off regular admission. Space is limited so reserve your spot in advance.

Location: 361 Madison Ave., 8F, (at 29th St.)
New York, NY 10016
Tel: 212-647-3344 / www.kyokushokenzony.com

are offering Gochi (SNS), a traditional Japanese New Year dish prepared by master chefs from Japan. You also can choose a welcome course to accompany your meal.

Location: 444 Madison Ave., (at 26th St.)
New York, NY 10016
Tel: 212-945-7111 / www.kikunoi.com

can choose one from four types (three for colored hair and one for straightening). The size is perfect for just trying and traveling, and it's even good for a holiday gift. The campaign runs while supplies last.

Location: 371 E. 33rd St., (bet. 3rd & Lexington Ave.)
New York, NY 10016
Tel: 212-423-8838

Happenings

Special New Year's Menu

Traditional Japanese Restaurants

Itabashi is known for their elegant kaiseki dishes and well-crafted Japanese cuisine. On Jan. 1 and 2 only, they

Free Glass of Shochu for Chopsticks NY Readers

Details

Homey takoyaki in the East Village, Union Square, serves home-style Japanese comfort foods with over 50 kinds of shochu. From Dec. 19 to 24, they will hold a Christmas campaign offering a free glass of Gassan no Sazae (Ginza), their best shochu from Oita Prefecture, for Chopsticks NY readers. The shochu is aged in Bourbon Whiskey barrels and has a smoky flavor and silky texture. Bring this article or mention Chopsticks NY to enjoy this offer.

Location: 34 E. 3rd St., (bet. 4th & 5th Aves.)
New York, NY 10016
Tel: 646-454-1327

50% Off Selected Eyeglass Frames

Facial Index

Sabre's boutique optical store, Facial Index carries a variety of eyewear items from the range of eyeglass frames Sabre Optic, Facial Index. With established relationships that their parent company boasts, they provide high quality, stylishly designed, and functional frames. Until the end of December, the store is offering a 50% on selected eyeglass frames.

Location: 104 West 3rd St., (bet. Mercer St.)
New York, NY 10012
www.facial-index.com

50% Discount on Ramen for Chopsticks NY Readers

Ramens Kuboya



Newly opened ramen shop in the East Village, Ramens Kuboya, takes pride in their flavorful soups that have been in development for over 10 years. Now they are offering \$7 off any bowl of ramen for Chopsticks NY readers. Be sure to bring in the coupon on page 15 to take advantage of this offer. Coupon valid until Dec. 31.

Location: 231 E. 3rd St., (bet. Ave. A & B)
New York, NY 10016

Event Feature

December 2-10

Shimane Prefecture Food Fair/New Matsue Sweet Demonstration

Located in Southwestern Japan facing the Japan Sea, Shimane Prefecture is famous for its unique and delicious foods and sweets. During the Shimane Prefecture Food Fair, many Japanese stores and restaurants in Manhattan will celebrate the cuisine of Shimane by offering selected delicacies to the public.

Regional offerings available at the fair will include wagashi (Japanese traditional confection) from Matsue City, Jidai (red bean soup) and soba noodles from Iwami region, Furekake (a condiment sprinkled on top of rice), tako-karaage (octopus fried in tempura batter and prepared in soy sauce and mirin), unagi (grilled eel), oysters, tea, seasonings, and much more.

The highlight of the event is the "New Matsue Sweet

Demonstration", a live cooking demonstration of the wagashi (traditional sweets) of Matsue City, one of the most famous sweet producing cities in Japan. At the demonstration you can watch master confectioners create delicate and visually stunning wagashi.

Also, the first 15 customers who purchase over \$20 at each store receive a Jumbo Dango-soba menu, Japanese-style ramen stuffed with white radish bean paste.

Use of Discount on Shimane Prefecture Food Fair
Soushi Matsue Matsue, 12 E. 4th St., NYC / 212-250-0348
Soushi Matsue Sushi, 494 Broadway St., NYC / 212-919-0223
Soushi Matsue Sushi Village, 4 Bayonne St., 2nd Fl., NYC / 212-478-2007
Yakitori 229 E. 42nd St., NYC / 212-256-2700
Saketen 72-05 Astoria St., Astoria Hills, NY / 718-348-2220
Ramen Kuboya, 527 Remsen Street, White Plains, NY / 914-473-4733
Aketeige 239 E. 3rd St., NYC / 212-751-2566

New Matsue Sweet Demonstration Schedule

- Dec. 2**
 11:30am-12pm Sale Kippas
- 2-3pm** Kippas
- Dec. 3**
 11am-1pm Sale Kippas
- 2-3pm** Sale Matsue and Soushi Matsue Sushi
- Dec. 4**
 12pm-1pm Sale Matsue
- 1pm-1pm** 2-3pm Sale
- Dec. 5**
 12pm-1pm Saketen and Soushi Matsue Sushi Village
- New Matsue Sweet Testing only**
- Dec. 2** Restaurant Kippas and Sale Kippas



Tel. 212.537.0000 | www.salonmuse.com

Free Treatment Service with Ordering

Salon Muse

From Dec. 1 through 30, Salon Muse offers a free 5 step treatment (plus \$40 value) when you get your hair colored at the regular price. The treatment helps repair dry and damaged hair and uses the popular Milbon product, Neophenix. Salon Muse's in-carbonated color for the winter is Chocoalte Brown. After being lightened and dyed by the summer sun, Salon Muse will restore your hair to a relaxed and dignified color. Mention Chipchicks NY to enjoy this offer.

Owner: Lili Silverman, Tel. 212.7. Webster & Prince Sts.)

New York, NY 10012

Tel. 646.484.6033 | www.salonmuse.com

\$15.29 with the exchange rate of \$1= 85 yen). Also, you get three times more points on your purchase during this period.

<http://www.phoppers.com>
ade_n@phoppers.com
www.concept2000japan.com

MEIJI's Modern Japanese Special Dinner Makes Your Holiday Memorable

MEIGO Makuhari / MEIGO New York

The finest modern Japanese restaurants, MTGU Makuhari and MTGU New York, will serve a special 8 Course Christmas Four Menus for \$195 on Dec. 23, 24, and 25. The course includes Abalone King Salmon Teriyaki with Dinton Crust, four kinds of Sashimi Selection, "Tokyo Nigiri" Johnson Nigiri, Four Course Kushi-han with Black Pepper, Assortment of Miso Soups, Four Greenbeans your choice of Kuro Shiro Shiso "Kojin" Shiso Shiso Tuna Chutoro Steak and Salmon Nigiri Sushi & Abalone Miso Soup as well as a Christmas Dessert (Butter Indulgence) yourself in the dazzling course menu in the luxurious surroundings of MTGU.

Owner: MEIGO Makuhari

MEIGO Makuhari, Floor 8, 88 Trump Tower, 40 W. New York, NY 10007

MEIGO New York

47 Union St., 8th Flr., Church St. & W. Broadway

New York, NY 10013

Tel. 212.944.2277 | www.megomakuhari.com

Christmas Gift Fair: Assorted Elegance Packages for the Holidays

Rippin



Carries 80 imported items, Rippin is now holding a Christmas Gift Fair until Dec. 24. During the campaign period, they will carry two types of gift packages that will include pre-selected elegance items with great value. \$10-Package consists of a variety of pieces worth over \$100, and \$50-Package includes camellias and poinsettia worth over \$150. The items are well mixed from both styles to look adorable and elegant designs, and they are perfect for your friends and yourself. Also, it's a great help for male customers who are puzzled with what to choose for their wives and girlfriends.

Owner: Al Madson, Tel. 212.4.2001 (in J.

New York, NY 10016

Tel. 212.699.0333 | www.rippin.com

Buy One House Sake and Get One Free

Ramen Setagaya

Popular destination for dinner in the East Village, Ramen Setagaya is offering a Deal! Special compings until Dec. 31. From Monday through Friday if you order one glass of house sake, you'll get another one for free. Warm yourself up with steaming hot ramen and alcoholic beverages. Address: 24 St. Marks Pl., floor 2nd & 3rd flrs.)

New York, NY 10003

Tel. 212.527.7937

10th Anniversary Campaign: Discount for New Customers

iDo Holistic Center

Shiatsu massage and kampo (Chinese/herbal medicine) specialty center, the Holistic Center has existed since 1986. On its 10th anniversary, they're offering two massage package menus at discounted prices for new customers only. 60-minute package includes 30-minute kampo herbal sauna & shiatsu, 75-minute full body massage and 90-minute special treatment of your choice, and it's offered for \$55 (Reg. \$80). 90-minute package includes 30-minute herbal sauna & shiatsu, 45-minute full body massage and 75-minute special treatment of your choice, and it's offered for \$85 (Reg. \$120). Refresh your mind and body with iDo's therapeutic services.

Address: 9E. 45th St., 8th Fl.

One Madison & 5th Ave., 22

New York, NY 10017

Tel. 212.599.5300

Chopsticks NY Creative: Sterling Kame-dai (Sugata-yaki) at 80% off!

Indigo



Kabayaki is a traditional style of charcoal grilling enjoyed in Japan for years. The Indigo specialty restaurant in Times Square, Indigo, is now serving Sugata-yaki (golden eel/squid) which is in season. It is actually the only place in New York people can enjoy the fish as sugata-yaki (grilled whole fish), which has plump white meat that can serve up to six or three people at least. From



Christmas Giveaway: Free Shipping When You Spend More Than \$2,000 Yen (\$20,200)

SHOPPIERS.com

The biggest Japanese online shopping site is getting the festive market. SHOPPIERS.com carries over 50,000 items, including Japanese crafts, clean gadgets, convenient and the kitchen utensils, sleek stationery, toys, beauty and health products, clothes and even food! Until Dec. 24, they will hold a Christmas Campaign: free international shipping and handling when you spend more than 3,000 yen (approx.

Nov. 25-Jan. 25, 2011), Indigo offers 50% off Kimide exclusively for Chopsticks NY readers. Don't forget to bring the coupon on page 12.

Location: 231 W. 49th St. (bet. 6th & 7th Aves.)
New York, NY 10036
Tel: 212-324-2301
www.indigocoffee.com

"Wagamama" Gift Fair for Holidays

Mitsukoshi Marketplace

Mitsukoshi Marketplace has set up an extensive corner at their store to offer over 50 gift items that are perfect for showing you "wagamama" (improvised) Japanese food items. Items imported from Japan include an assortment of various sweets like biscuits, cookies, and chocolates, and a variety of Japanese snacks like wasabi (Japanese rice crackers), daikon (radish) (red bean paste with wasabi or wasabi), and yakuza (red bean paste and wasabi) with Japanese nori (seaweed), as well as Japanese tea sets, Japanese shampoo set, and onion shot (spring) both soft sets. Prices range from \$10 to \$40. Also, from the first week of December, they will add premium items from famous brands, including Microsoft, iMac, and May's. Besides gift items, they carry ingredients for each Japanese New Year dish to complete your Japanese style holiday. They will be open during the entire holiday season.

Location: 201 5th Ave., Edgewood, NJ 07020
Tel: 201-443-4503
www.mitsukoshi.com/english



Up to \$20 off Indigo for Chopsticks NY Readers **Year Tree Self**

During the month of December, visitors will be offered a special self service offer at Chopsticks NY readers. Upon mentioning Chopsticks NY, you will receive a \$10 discount for an introductory shortwave session and if you book two sessions for yourself or with a friend or family member in



the same week, each session will be granted a \$15 discount making the regular \$75 session only \$50. Also, if your group decides to book three sessions or more within two weeks, each session will be just \$55. To redeem this offer, mention Chopsticks NY upon making an appointment by phone only.

Location: 101 Seaview Ave., 4th Avenue/Aspinwall Ave.
New York, NY 10037
Tel: 212-676-6251
<http://www.indigocoffee.com/japanesewave/shortwave>

Three Discount Options at New Sushi Restaurant

Kensuke Sushi

Celebrating its grand opening, Kensuke Sushi on the Upper East Side is offering 50% off all regular rolls, sushi and unagi and 25% off chef's special rolls from Sunday through Thursday (dinner only). Also, until the end of January, they are offering another discount exclusively for Chopsticks NY readers. On Fridays and Saturdays, 10% discounts on most M.T. Mention Chopsticks NY to redeem the offer. The discounts apply only for dine-in customers, and different promotions cannot be combined.

Location: 400 2nd Ave., 4th Fl.
New York, NY 10016
Tel: 212-269-2796
www.kensukesushi.com

Holiday Giveaway Drawing: **Kitsuneyaki Restaurants**

From Dec. 1, Kitsuneyaki Bookstore will start accepting entries for their Annual Holiday Giveaway Drawing. All you have to do is fill out the form in the store and put it in the drawing box. A variety of prizes will be awarded, and the winners will be announced on the day of the drawing, Dec. 16.

1935 Ave. of the Americas, 4th Fl. #2 (bet 5th & 6th)
New York, NY 10019
Tel: 212-644-1500

\$50-\$100 Off Indigo During Happy Hour and Holiday Special Deal

Sushi Lounge

Sushi Lounge, known for their variety of delicious ramen, onion rolls, and soups, is now offering 50% off all sake cocktails and beer during happy hour (starting at 5pm). From Dec. 20 to Jan. 16, these happy hour prices will be increased all day long! Now you can enjoy both their all day-long discounted rolls (minimum order of \$15 before discount) and happy hour drinks during the holiday season.

Location: 333 St. Marks Pl. (Corner of 8th St. & St. J)
New York, NY 10009
Tel: 212-259-5700
www.sushilounge.com

Matcha Green Tea Recipe Contest with the Introduction of New Matcha Products

Matcha-ee

In addition to their popular Matcha Green Tea Powder, Universal Quality, they're introducing two new lines, Connoisseur Quality and Culinary Quality. The Connoisseur Quality highlights exquisite aroma, taste, texture, and color of high quality matcha green tea, and the Culinary Quality makes a convenient product for use in cooking while maintaining the genuine matcha flavor. With this new release, Matcha-ee will hold an Original Recipe Contest. To participate in the contest, send your original recipe using their Matcha Green Tea Powder, Culinary Quality until Jan. 15, 2011. The Grand Prize winner will receive \$500 and all the entrants will receive a prize as well. Go to their website: www.matcha-ee.com for details. Also, 5 lucky Chopsticks NY readers will receive a set of three matcha green tea. To enter email or mail your name, address, email address, your favorite Matcha-ee product(s), and name of the store(s) where you purchase the item(s) to matcha@matcha-ee.com or Matcha-ee, 16591 Milano Ave., Livonia, MI 48150. <http://www.matcha-ee.com>



Happy Hour Specials at Japanese Barbecue House **Gyu-Kaku**

Japanese barbecue house, Gyu-Kaku Midtown and Gyu-Kaku West Village, will offer extensive and large discounted deals for a limited time. At the Midtown location, selected appetizers, rice & noodles, side, wine, and cocktails are offered for 15% and beer for 13%. Also, selected BBQ items are 50% off. At the West Village location, all alcoholic drinks and selected BBQ items, steak cuts, and specialty beef are 50% off. In addition, Gyu-Kaku course menu is offered for \$155 (Reg. \$280) and Meat Lover course is for \$155 (Reg. \$280). The time and day of the week that you can enjoy these promotions vary, so go to their website for details. The promotions can apply to dine-in customers only.

Location: Gyu-Kaku Midtown
 881 3rd Ave., 2nd Fl. (bet 28th & 29th), New York, NY 10022
Tel: 212-937-8744
Spa: Gyu-Kaku West Village
 24 Greenwich St. (bet 4th & 5th Sts.), New York, NY 10013
Tel: 212-475-2449

Great Sake Releases Two New Products**Great Sake (U.S.A.) Inc.**

With a history of over 300 years in Japan, not only is Great Sake the first major sake brewer established in the United States, it is also the oldest. In mid-December, they will add two new items to their long list of quality sake: Great Draft Geng Hojo no Hodo, smooth sake with pear, melon, and banana notes. It is a seasonal sake and supplies are limited. Kiso Fuga – “sparkling aperitif”, a refreshing peach flavored sparkling sake that is excellent as a dessert sake or to enjoy with a variety of cuisines. Both sakes are ready to order for the holiday season.

info: [JFC International, Inc.](http://jfcinternational.com)
40 York Ave., Brooklyn, NY 11227
TEL: 718-454-8825

**50% Off Facial Services Treatment****Open Center**

Japanese reflex and shiatsu specialist clinic, Open Center is currently offering \$10 off for their Seizo Shirota treatment. Master Saito and his trained professional staff specialize in finding the root cause of your pain, and will give you a customized treatment that involves their special combination of shiatsu and reflex to target any specific physical problems. Their room accommodates two at a time so feel free to bring a friend or a loved one too for the ultimate holiday gift!

Location: 141 E. 23rd St., #7C, (bet 3rd & Lexington Ave.)
New York, NY 10010
TEL: 212-479-8111
www.opencenter.com

**Special Christmas Prix Fixe Dinner****1 or 8**

One Japanese restaurant, 1 or 8, will be offering a 5 course Prix Fixe Christmas Dinner on Dec. 24 and 25. Selections include Aburi Roast, Miso Oden Chow-

der, Shabu Shabu (2 pieces), Rose Gold Tuna (with uni-shio and ponzu), Gomari, Sushi Nigiri (3 pieces). Reservations are required by Dec. 19 and please specify that you want the Christmas Prix Fixe Dinner. As the restaurant will also have the regular menu on those two nights as well.

Location: 440 Smith 2nd St., (bet Kent & Wythe Ave.)
Brooklyn, NY 11211
TEL: 787-384-0522
www.1or8nyc.com

\$100 Off Tokyo Anime Festival Tour 2011**M.I.S.**

Tokyo Anime Festival Tour 2011 (Mar. 22-26, 2011) specially programmed by Japanese travel agency, M.I.S. Destination Japan. Is never on sale. The tour highlights a visit to Japan's biggest anime convention, Tokyo International Anime Fair, and an amusement park, Fuji-Q Highland, as well as shopping tours in Akihabara, Harajuku and Shibuya, and sightseeing in Tokyo. The 7 nights and 8 days special tour costs \$1,999 including airfare from Los Angeles. Take advantage of \$100 off with check payment by Jan. 16.

info: destination-japan.com
TEL: 718-285-3779

50% Discount on "Sweet" Gifts for The Holidays' Sis-Anne's Chocolatier

5th Avenue Chocolatier is a family owned business that has been selling the finest Belgian chocolate for more than 32 years in the U.S. as well as 30 retail kiosks in Japan and Japan Airlines' Now, exclusively for Chopsticks NY readers, they are offering a 26% discount on all of their products this holiday season. Type in “CHOPSTICKS” when you place your order on their new website to receive the discount, and the offer is valid at their stores as well. Offer ends on Feb. 16, 2011.

Location: 412 2nd Ave., 1st fl (bet 2nd & 3rd)
New York, NY 10016
TEL: 212-933-5484
www.5thavenuechocolatier.com

Free Gift with Purchase of Skincare Products**Dr. Ci:Labo**

Led by a Japanese dermatologist, Dr. Ci:Labo's line of skincare products are sensible and do not contain any additives, coloring, or artificial fragrances. For a limited time only, Dr. Ci:Labo is offering a free gift with an \$85 purchase or more of any Dr. Ci:Labo products. The gift contains: Travel Size Aqua collagen Gel brush-off EX and “BB Perfect Cover” (makeup foundation) with their original jewelry travel organizer. This special holiday campaign runs from Nov. 26 thru Dec. 31, or while supplies last.

London Disney Marketplace

283 River Rd., Edgewater, NJ 07020
TEL: 201-941-1113
www.coleclan.com

**50% Off Sale at Japanese Bakery In SoHo****Kinne Cold**

Japanese, known

for its hand-made confections, baked goods and pastries, is now offering a winter time promotion. All deals, except for baked goods are 50% off with purchase of a sandwich or salad after 3pm until closing. Also, they have just re-surfaced their back yard and equipped it with a heating system. Enjoy their comfort cafe menu and bright sunlight on the heated terrace.

Location: 117 Spring St., (bet Sullivan & Thompson St.)
New York, NY 10013
TEL: 212-464-2949

**10% Discount On iPad Case for Chopsticks NY Readers****AIRCASE**

AIRCASE introduces the Keycase Folio Deluxe case.

which enables typing a-mock and shifting dashes on your iPad or tablet. It comes with a Bluetooth keyboard that allows you to connect to your iPad seamlessly and the silicone case helps protect your keyboard from accidental spills. Chopsticks NY readers will receive a 10% discount when purchasing the Raycase Folio Deluxe from [ALIBI CASE online](http://www.chopsticksnyc.com). Don't forget to enter the discount code CHOPSTICKS10!

www.chopsticksnyc.com
chopsticksnyc.com

Free Draft Beer

Kirin Beer

Currently the only Japanese brewery in Koreatown, Kirin offers reasonably priced beer and over 100 different kinds of fine sake, including new sake selections for the winter holiday season. Kirin is now offering a free draft beer for Chopsticks NY readers when they order Oliver's Gold Monday - Wednesday and is limited to one per person.

Address: 2 W 35th St, 207, (bet. 5th & 6th Avenues)
New York, NY 10001
Tel: 212-685-3327 | www.kirinusa.com

Digitized Action Figure Christmas at Chopsticks NY Readers

Sata Pharmaceuticals, Inc.

Sata Pharmaceuticals has been a respected household name in Japan for almost 100 years and now operates in 14 countries. They are now offering their original sports action figures free to see locally Chopsticks NY readers. The figures feature Sata Pharmaceuticals' camping minions Sam chan (boy elephant) and Sora chan (girl elephant) in six different sports uniforms: Soccer, Marathon, Basketball, Badminton, Ping Pong, and Archery. You can apply for a figure at www.chopsticksnyc.com by Dec. 31. Winners will be selected at random.

Address: 2550 5th St, Suite 2

Bronx, NY 10583

Tel: 310-773-8289

www.sata-pharm.com

To apply www.chopsticksnyc.com



10% Off Winter Vacation Immersion Program for Kids

HYUNDAI, LLC (Let's Play in Japan)

Join Japanese learning center, HYUNDAI, this winter vaca-

tion and receive 10% off when you register by Dec. 18. The Winter Vacation Immersion Program is geared toward kids ages 4 and 5 who are home from pre-K and kindergartens. The program runs Dec. 20-31 and features daily crafts, music, reading, writing practice, yoga, karate, and games. Full week registration is \$560, or \$110 per day. The registration deadline for the Immersion Program is Dec. 22. In addition, they are also starting Early Bird Specials for 2011! Purchase any Playgroup pass by Dec. 16 and receive 10% off. Walk-in Specials for December Saturday Playgroup: 10% for 2.5 hours of Japanese. Valid Dec. 4, 11 and 18. Visit their website and register online.

Address: 255 E 5th St, #701, (bet. 5th & 6th Avenues)

New York, NY 10003

www.hyundai.com

20% Discount On Instant Showerhead

Satin Ville

CERA instant showerheads produce negative air water that has the tremendous effect of restoring and rehydrating dry irritated skin. Satin Ville, a hair salon based on negative technology, has used CERA showerheads for years and has received positive reactions from customers. Satin Ville is now offering a one-week free trial to allow customers to discover the effects for themselves as well as a 20% discount on all CERA instant shower head (Reg. \$190) purchases. Offer ends Dec. 31.

Address: 10 Bedell Avenue Plaza (bet. 3rd & 4th Avenues)

New York, NY 10029

Tel: 212-444-0444

www.satinville.com

Special Holiday Sale

Kiteigo

Kiteigo specializes in a diversity of unique products from Kyoto, Japan such as fashion accessories, kids clothing, fabrics, washi paper, and much more. From now until the end of the year, Kiteigo is holding a special holiday sale where you can find items sold for as low as \$5 and up. This is the perfect opportunity to pick up small trinkets for Christmas gifts. Gift wrapping is also available this holiday season and throughout the year.

Address: 494 Broadway St, (bet. Mercer & Grove St.)

New York, NY 10013

Tel: 212-219-2866

www.kiteigo.com

10% Discount on Pedicure

Shiro Serenity

Located in Koreatown, Shiro Serenity is now boasting a 10% discount on pedicures until Dec. 31. Listed pedicure services can be done in Peppermint, Gorgie, Orange, Green Tea and Chamomile flavors and the flavored water steaming, which includes a 10-min foot massage and oil-

its treatment (if needed) is priced at \$15 each. The other coffee flavored pedicure includes coffee treatment, coffee flavored soaks, coffee flavored mask, and a 10-min foot massage for \$45. Regular pedicure prices are now \$25 and regular manicures are \$15. Send a text message to 917-526-1044 for an appointment.

Address: 24 W 35th St, (bet. 5th & 6th Avenues)

New York, NY 10001

Tel: 212-671-0944

10% Off New Model GUMPLA

Gundam Planet

Gundam Planet, an online shop specializing in Mobile Suit Gundam figures as well as anime and manga-based figures and Japanese plastic models, is now taking pre-orders for Perfect Grade 1/60-The Ultimate GUMPLA (Gundam Master Model), which will be released in January 2011. Perfect Grade 1/60 - the highest end of GUMPLA and packed with the latest technology that strives for keep high mechanical design and human-like movement. During the months of November and December, Gundam Planet will offer a 10% discount for customers who place a pre-order and the customers will also receive (MABO's 2010 GUMPLA Catalog as well as original Perfect Grade item limited to the first edition).

Link: www.gundamplanet.com



©GUNDAM PLANET LTD.

20% Discount on Plane Rental for Chopsticks NY Readers

Absolute Plane

Absolute Plane is a full service private plane offering planes and accessories sales, rental and repairs as well as moving and storage. They are now offering rentals for a brand new Kavos single prop. Three models of C15, 505, and C2200 are currently available, and it is an affordable and easy way to have a great plane in your home. Chopsticks NY readers will receive a 20% discount on the first month rental. Some restrictions may apply. Visit their showroom for more details.

Address: 144 Madison Ave, (bet. 38th & 39th Sts.)

New York, NY 10016

Tel: 212-687-4159

www.absoluteplane.com

Fine Dining in the Skies: Gourmet Flights with ANA



Moments and Memories Inspired by Japan

As the holiday season nears, people's minds fly far away to their upcoming holiday travels. Some might be worrying about grueling, long flights, but one airline is doing its best to remove the stress and strain of air travel. Japan's leading airline, All Nippon Airways (ANA), brings you a relaxing and uplifting journey in the skies with its refined services and excellent hospitality.

ANA reconfigured its services and amenities earlier this year based on the "Inspiration of Japan," a guiding principle focused on innovative, original, and modern Japan. The airline is now offering upgraded amazement—the Japanese way of treating people to help make your journey exciting and valuable. Although ANA has introduced many new features, here we highlight its exceptional mealservice.



ANA developed the world's first straw oven to cook tasty gohan (stamed rice) in small amounts, allowing the airline to serve freshly cooked gohan anytime.

Eat What You Like at Your Own Pace

ANA's business class dining has expanded their menu to offer extensive Japanese and Western à la carte items, allowing customers to eat what they like. There are a variety of choices, but it should be noted that three special menus were created in collaboration with renowned culinary experts. The first menu features home-style dishes created by award-winning chef and cookbook author Harumi Kuroha. They are sophisticated Japanese comfort food. The second menu offers a series of smoked dishes from Akasaka KUN restaurant that have full-bodied, rich flavors. The last menu presents a superb serving of appetizers with three premium sakes provided by Katsuyama, an esteemed sake brewery in Miyagi prefecture. For those who enjoy more standard in-flight meals, there are, of course, many other offerings and light meals available on the regular menu.



The unique à la carte dining experience offered exclusively in ANA business class will give you a pleasant surprise.



ANA's original My Choice menu takes the essence of everyday Japanese food and upgrades it for fine dining.

Assortment of Hearty Japanese Dishes

Customers in premium economy* and economy class can enjoy ANA's original My Choice menu, which features hearty, traditional Japanese dishes enjoyed in daily life. The items like Donburi bowls, Rishoku plain meals, Bento lunch boxes, and Miso noodles are offered on a rotating basis. Also, set menu, light meals and drinks served in business class are available in premium economy* and economy classes. Order mouth-watering selections from the ANA My Choice menu, including the original ball plate with hot miso soup, a selection of noodle dishes, premium sake, wine, and champagne with snacks**. In each class, original dishes are changed every month to bring fresh and seasonal flavors to your dining table in the skies.

*No premium economy class is offered on the ANA Tokyo route.
**My Choice menu is a à la carte service and may include a service charge. Some routes do not accommodate this service.



A à la carte menu in business class is rotated monthly.



ANA My Choice menu is a new à la carte service that allows premium economy* and economy class customers to enjoy light meals and drinks that are business class menu.

**No premium economy class is offered on the ANA Tokyo route.



A STAR ALLIANCE MEMBER

For further information on their new board, visit
www.fly-ana.com

CARNEGIE HALL

Festivals

JapanNYC

Seiji Ozawa, Artistic Director

carnegiehall.org/JapanNYC

Part I: December 2010

Part II: March–April 2011



Seiji Ozawa

JapanNYC, a citywide festival led by Artistic Director Seiji Ozawa, explores the Japan of today, where newfound artistic sensibilities continue to transform and revitalize the cultural landscape.

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Ministry of Economy, Trade and Industry

Ministry of Health, Labour and Welfare

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